

CLAIM FORD KNEW PURPOSE OF CO-OPS

LITTLE FEAR OF RADICALS IN CONGRESS

Next Elections to Be Held in
States Which Usually
Support G. O. P.

MAY HAVE COALITION

Democrats May Follow Lead
of Massachusetts Man,
Aiding Republicans

BY DAVID LAWRENCE
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Washington.—The general impression is that the next congress will be swept with radicalism because of the narrow margin by which the Republicans hope to control it is not borne out by the plans being made by the political leaders.

For instead of Republicans fighting to hold their seats as was the case in the normally Democratic states which happened to be electing senators last fall, the next group of senators to be elected will come from normally Republican states and will contest the seats of incumbents who are Democrats. In other words just the reverse of the situation which existed in the last election will confront the Republicans.

The senators who were elected on the Democratic ticket over Republican opponents last fall really recaptured seats which went by the boards in the Harding landslide of 1920. The seven Democrats who were elected were bound to replace the Republicans in an off-year election. Now, however, in the 1928 election the Democrats will be on the defensive, for there are fourteen of those whose terms expire who come from states which cast their votes for the Republicans in both 1920 and 1924.

The influence of such a political situation will be felt at the moment congress reconvenes in December "for every one of the fourteen will have to decide whether to keep on friendly terms with the Conservative-Republicans in their states or whether

Turn to page 22 col. 3

ESCAPES BY DIVE THROUGH WINDOW

Man Being Returned to Green
Bay Reformatory Jumps
from Train

Milwaukee.—(AP)—Police are hunting for George Thomas, 26, who Tuesday night fled through a northwestern train window and escaped from his guard, T. D. Miller, who was returning him to the state reformatory at Green Bay for violation of parole.

Early Wednesday morning the search was concentrated in Adams-co, when it was seen at Clayton Junction clinging to the tender of a Northwestern train. When the train arrived at Adams the man was missing but believed to have jumped off outside the town.

Steel manacles dangled from Thomas' wrist and to the free wristlet was attached a 5-foot length of chain. Thomas, who was being taken from St. Louis, had behaved in a quiet manner. Miller granted his request to go to the wash room. When inside the washroom Thomas slammed the door and dived through the window. Miller jumped from the train but found no trace of Thomas. Forgy was the charge on which Thomas became a convict. He was sentenced in 1925.

Thomas was paroled last January and violated his parole by leaving Milwaukee. Finger-prints identified him when he was arrested in St. Louis.

MAN WHO HELPED FOUND OMAHA DIES IN EAST

Boston.—(AP)—Benjamin Franklin Smith, last of four brothers who left South Freedon, Maine, 70 years ago to seek their fortunes and who helped found Omaha, is dead at the age of 96, reputedly the richest man in New England. His fortune was estimated in excess of \$50,000,000. Mr. Smith shunned publicity and few millions were less often in print. Under the wills of the elder brothers most of their property went to the survivor.

**BANDITS ROB BANK IN
MISSOURI OF \$30,000**

Springfield, Mo.—(AP)—Overpowering and tying up the village night watchman and two passersby who stopped to investigate, a gang of eight robbers early Wednesday blew open the vault of the Bank of Billings, at Billings, 20 miles southwest of here, and escaped with \$5,000 in cash and between \$30,000 and \$30,000 in Liberty bonds.

Students Plan Walkout As Teacher Is Dismissed

GOVERNMENT GOING BROKE—NEGROES IN RUN ON POSTOFFICE

West Palm Beach, Fla.—(AP)—A long line of Negroes stared a steady run on the United States postoffice here for heavy withdrawals from the postal savings department Wednesday following reports circulated widely through the Negro sections through the night that "the government was going broke."

MANY FACE FEDERAL COURT IN MILWAUKEE ON DRY LAW CHARGES

Four Proprietors of Green Bay
Soft Drink Parlors Plead
Not Guilty

Milwaukee.—(AP)—A large number of defendants, indicted at the recent session of the federal grand jury, were to be arraigned in federal court Wednesday. Forty-seven were arraigned Tuesday and many will be arraigned Thursday. Tuesday afternoon several who had not arrived in Milwaukee in time for a session of court earlier in the afternoon were brought before Judge F. A. Gelzer. They included four proprietors of Green Bay soft drink parlors, Daniel Blondheim, Theodore La Duke, M. L. Kvitek and George Lemoine. All pleaded not guilty and their trials were set for April 6.

Others included a group of proprietors of roadhouses near Kenosha, charged with selling liquor to federal prohibition agents. All pleaded not guilty and their cases were set for April 5. They are Steve Kroh, Daniel Wachs, Hugo Lencioni and Arthur Bartman.

SEVERAL FAIL TO APPEAR

William Hazenfus, proprietor of a roadside inn, Marinette-co, charged with selling to agents, pleaded not guilty and his trial was set for April 5.

The same procedure took place in the case of Alex Buechel, proprietor of a roadside inn in the same county, known as "Black Alex's place." Several defendants failed to appear and their bail was forfeited.

ABSOLVE LEOPOLD IN PRISON PLOTS

Co-slayer of Little Bobby
Franks Had Nothing to Do
With Escape Plans

Joliet.—(AP)—Nathan F. Leopold, Jr., Wednesday, was exonerated of complicity in the escape last May of seven convicts from the new state penitentiary near here, the escape of three of the same men from the county jail last Saturday, and a plot to poison all the prison guards and free all the convicts.

The conclusion was announced by Joseph Felling, indicted for the manufacture of moonshine, who gave his address as 1200 Chicago ave, pleaded guilty and was sentenced to six months. James Eagan of Waukesha, pleaded guilty to a similar charge and was sentenced for three months. Joseph Pavelko, another Waukesha-co moonshiner, was given a six month sentence.

Adam Kwiatowski, a farmer was charged with making moonshine in the town of Raymond, Racine-co. He pleaded not guilty and his trial was set for April 4.

\$30,000 IS RECOVERED IN \$104,000 ROBBERY

Pittsburg.—(AP)—Three sensational payroll holdups in this district, including the bombing of an armored automobile last week when a bandit gang escaped with \$104,000 were cleared up Wednesday afternoon. District Attorney Samuel H. Garden said, when he made public a confession by Joe Jaworski.

After leading county detectives to a farm near Bentleville Tuesday night, where the officers recovered \$30,000 of the loot from the armored car, Jaworski Wednesday told officers he was willing to talk.

Jaworski confessed that the bandit gang of five members was responsible for the Pittsburg Terminal Coal company holdup Friday and that during the past four years the same gang staged two Christmas pay roll robberies, getting away with a total of \$69,000. In one of these holdups a guard was killed.

BELOIT EXPLORER ON WAY TO "CRADLE OF MANKIND"

Seattle.—(AP)—Roy Chapman Andrews Beloit, noted explorer, Wednesday was enroute to China again to ferret out secrets of the Gobi desert, which he believes was the "cradle of mankind." He sailed from here Tuesday aboard the liner President Jackson.

Unsettled conditions in China make the date of his departure from his headquarters in Peking problematical, but the expedition will be prepared to push its way over the age old caravan trail to the desert as soon as the situation warrants. In his last trip into the region, Andrews found dinosaur eggs.

DEATH IN GAS BLAST

Amarillo, Texas.—(AP)—Four men were burned to death Wednesday in an explosion of gas at a gasoline absorption plant, one mile west of Shamrock. The dead were all of Shamrock.

The plant, being erected by the Columbian Gasoline corporation, suddenly burst into flames without warning, trapping the workmen, two of whom were inside the large absorption units and two on ladders on the outside. Those on the outside were hurled 50 feet to the ground, their clothing in flames.

RHINELANDER MAN SHOT IN SALOON ALTERCATION

Rhinelander.—(AP)—Joseph Ajenka, 20, of Rhinelander, was fatally wounded when shot in the mouth during an altercation in a saloon here Tuesday night. Mike Smith, 40, a woodsman, is alleged to have done the shooting. Ajeska died early Wednesday. Smith, a stranger here, is said to have been drinking heavily.

CULVERT CO. HEAD DENIES PART IN RACE

Harsted Tells Committee He
Had No Connection With
Zimmerman Campaign

Madison.—(AP)—Ole Harsted, president of the Bark River Bridge and Culvert Co., implicated in the legislative committee investigation of the state highway commission and the appointment of J. T. Nemacheck to the commission, Tuesday night denied any connection with the campaign of Governor Fred R. Zimmerman. Governor Zimmerman appointed Nemacheck, who was a salesman for the Bark River company.

The committee sought verification of the charge made by Oscar L. Sprague, alleged campaign funds collector for the Zimmerman forces, who said that Harsted assisted the governor financially and took him about the county near the Eau Claire offices of the culvert company in efforts to obtain funds. Mr. Harsted detailed accounts of his meetings with Sprague and with E. B. Gennrich, campaign assistant to Mr. Zimmerman, and contended under severe cross examination that the meetings resulted in no encouragement from him financially or otherwise for the gubernatorial campaign. He said that his conversation with Gennrich, on the other hand, were for the purposes of stopping, if possible, the appointment of Nemacheck whom he considered one of the best of his five salesmen. He declared that while Nemacheck had been with the firm for three years he was only at the time beginning to bring in a great volume of business.

SAYS SPRAGUE LIED

He enlivened the hearing with the repetition of the words "he's lying" several times when the letters of Sprague regarding him were read. He told the committee he finally turned down an application for a job from Sprague after he had decided that the latter's reputation was not satisfactory.

A. J. Mihland, secretary of the state tax commission, testified regarding the culvert company's income tax filings in Wisconsin and reasons the company gave for a report of "increased sales resistance" in this state.

C. V. Weymouth, engineer-secretary of the state highway commission, testified regarding the letting of a contract to a firm in which F. E. Mengle, former division engineer at Wisconsin Rapids, became interested, declaring that he thought there was no likelihood of Mr. Mengle having used his knowledge of the specifications to advantage in the firm's bid.

Should the jury return a verdict of not guilty, that would end the second of the criminal prosecutions growing out of the celebrated naval oil lease investigation.

In the event of a verdict of guilty, Justice Hitz would impose the penalty, both jail sentence and fine within the range of one month to twelve months and \$100 to \$1,000 fixed by statute.

SEEK FATHER IN DEATH OF HIS TWO CHILDREN

Chicago.—(AP)—Walter Scholl, at various times an accountant, man and real estate broker, and a former convict, was sought Wednesday dead or alive, for the slaying of his two small children.

The bodies of Vivian, his 8-year-old daughter, and Donald two years younger, both children of his first marriage, were found in an abandoned Gary Ind. house by police who forced an entrance at the urging of Scholl's second wife, Margaret, whom Scholl had been separated.

Other-soaked towels found near the bodies told the story of the two deaths. Cuts about the mouth of Donald indicated how he fought the sickening, sweet odor of the death liquid.

Discovery of the bodies came after Gary police had been told by Mrs. Scholl that she feared the children had been killed in the house, which Scholl rented a week ago.

FIND GIRL INSANE, NOT GUILTY IN MURDER TRIAL

Stanley, N. D.—(AP)—Alice Holst, 20, was acquitted Wednesday morning of the murder of William Natus, who was shot to death here Dec. 13, last after the girl claimed he had criminally attacked her. The jury held her not guilty because of insanity.

When the rescuing party pulled Ashworth out he was exhausted, but no outward physical injury was indicated in the words of thankfulness he mumbled. He had read of Floyd Collins and the Kentucky cave-in, said just before he dropped off to sleep in his own home at dawn, but was consoled during his imprisonment because he could talk with his companions above him all during his confinement.

From Leopold's family came the positive denial that Leopold had funds with which to finance the prison and jail breaks—a sum said to have been \$8,000. Leopold never had that much money, "and never will," his family said, adding that he was supplied with small sums for purchase of tobacco and sweets.

They called young Leopold from his prison duties and put him through a severe interrogation, and at the end of it announced they were satisfied the young co-slayer of little Bobby Franks had nothing to do with the plot.

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Bernardo Roa, only one of the three Mexicans who escaped from the jail last Saturday who is still at large, is being sought here in Detroit and along the Mexican border.

FOUR MEN BURNED TO DEATH IN GAS BLAST

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Spell Of Weepah Rivals Gold Lure Of The Yukon

Tenopah, Nev.—(AP)—The land of gold at Weepah held everincreasing numbers in its spell Wednesday as novices and desert rats alike heard news of the latest discovery at Barrel Springs, five miles south.

Driven by that same urge which impelled Sam McGee to leave his sunny home in Tennessee and roam the Yukon, 200 men and women struggled through a whining mountain storm from Goldfield to Barrel Springs and staked out claims in the new area Tuesday.

The rainbow chasers plunged out through the night while the gale arose to such strength it blew storm doors and plateglass windows out of the Goldfield hotel. The temperature was 13 degrees above zero with a 10-mile wind whistling across the wastes of sage and sand. Sourdoughs from Alaska said the weather reminded

Formal Spring Opening Bids Goodbye To Winter

DOUGLAS AND MARY
ASK COOLIDGE TO
HOLLYWOOD HOME

Washington.—(AP)—The Hollywood home of Douglas Fairbanks and Mary Pickford was added Wednesday to the list of summer residence for President Coolidge, Representative Fredericks of California, extending the offer on behalf of the Los Angeles chamber of commerce.

Another summer home site was proposed by Representative Lampert, Republican, Wisconsin, who suggested an estate on Lake Winnebago, near Oshkosh, owned by E. C. Fahrney.

Washington.—(AP)—The Holly-

wood will come to Appleton in more than the weather Thursday, Friday and Saturday when merchants will present their annual formal Spring Opening. This principal style event of the year has been in preparation for weeks.

Fashion centers in the larger cities have been haunted by the merchants in their efforts to give Appleton people the newest modes in all the vivid colors of spring. The latest developments and fashions of the style centers will be on display here.

Fashions to predominate in the coming season in the department stores, the ladies ready to wear, and men's furnishing stores, will appear in all their dazzling and attractive newness.

Appleton will be the center at this great showing of the entire territory which looks to this city for its style directions. The lighter colors for spring will be found, as well as the lighter things for the home in the warm sunny days of spring and summer. Dark winter clothes and home accessories do not look the same now as they did a month ago. The call of spring has come, and the merchants in their anticipation of this call have prepared their shops to satisfy the people of Appleton and the towns and villages surrounding it.

The two big style showings of the year come in March and August. Great preparations are made for both but the spring event has always been the most popular. This probably is due to the higher colors of the spring season and perhaps to the traditional friendship of new clothes and new furniture when the world is taking on new clothes and discarding the old snow coat.

Soon after Christmas merchants began making plans with their buyers for the Spring Opening. Salesmen came with the new styles to be shown the coming season and numerous trips were made to Chicago and New York to see and to buy what the fashion leaders would be buying now.

Styles in the principal shops of these cities will appear at the same time in Appleton stores. The efforts of the merchants during the winter have now been crystallized into the fashions to predominate this spring and to appear Thursday, Friday and Saturday.

Every effort is made to have all in readiness for the great opening so that people might see all the spring modes from which to make their selections.

The latest models in automobiles will be shown by automobile dealers. One of the chief attractions of spring style week has been the automobile exhibitions, and this year's showing will exceed those of preceding years, it has been reported. Almost complete new lines have been announced by some of the companies.

Chicago.—(AP)—Consideration of a bill calling for a 10 per cent tax on cigarettes, cosmetics and perfumes, was put over first until Thursday, and later until next Wednesday in the state assembly Wednesday after the author, Helen F. Thompson, introduced an amendment. The amendment added cosmetics as included in the tax.

COMMITTEE WORK IN ASSEMBLY IS GATHERING SPEED

Joint Finance Committee Has
Four Bills and Three Com-
munications to Hear

Madison (67)—Assembly committee
work for this week started on a small
scale Tuesday, swells into greater
importance Wednesday, with 37 mea-
sures on the bulletins of eight com-
mittees.

The joint finance committee, in a
state of disagreement for two weeks,
has four bills and three communica-
tions on its calendar, the first one
that has been made up for it since
the resignation of its chairman, Senator
William A. Titus, has been ask-
ed. One of the bills is that introduced
by Assemblyman Thomas Duncan for
the interim committee, allowing tax-
ation of goods stored in commercial
warehouses against the owner of the
goods instead of the warehouse owner,
the latter having filed a list of the
goods in his warehouse.

After hearing the bill by Senator
Hunt relating to employment of
school teachers under certain circum-
stances, the assembly committee on
education will enter joint session with
the senate committee and take up
two senate bills, one by Senator Hul-
tchison relating to the detachment of
which maintains a high school, and one by Senator Teasdale relating to
high school tuition.

The excise and fees committee of
the assembly will hear but one bill,
that by Assemblyman Trembath rais-
ing the maximum fee that may be
charged for vendors of soft drinks
from fifty to five hundred dollars.

The highways committee, in joint
session with the same committee of
the senate, has nine bills on its slate.
Some of them are:

The miller committee bill intro-
duced in the senate by Senator Boldt
amending the statutes to change the
dates of filing applications for gaso-
line tax refunds.

Assemblyman Polewczynski's bill
along the same lines as that by the
interim committee.

The Gehrmann bill preventing any
change of the state trunk highways
unless approved by the county board
affected. The old statute provides
for changes of roads up to five miles
in length without approval.

Among the measures to be heard by
the judiciary committee is the joint
resolution by Speaker Eber of the as-
sembly providing for a special joint
committee on the repeal of obsolete
laws.

The labor committee has three mea-
sures by Assemblyman Coleman, so-
cialist. One, a joint resolution, would
ask Congress to take necessary steps
immediately to assume ownership and
operation of all coal mines in the
country.

This bill to prevent night work in
bakeries is another to be heard and
the socialist measure providing for
prevention of unemployment by a
state compensation for the tempor-
arily unemployed, is before the committee.

The Ingalls resolution providing for
an interim committee on forest con-
servation and water power, companion
measure to his bill to close season for
three years on all fish and game, is
before the state affairs committee.
The latter measure was killed in the
assembly.

The state affairs committee is to
hold hearings on five other measures
today.

Master Builders Meet
The Master Builders' association
met at the insurance-bldg Tuesday
night. Routine business was trans-
acted.

Varicose Veins Reduced or Money Back, Says Voigt's Drug Co.

Simple Home Treatment That
is Giving Amazing Results.

The world progresses. Today ail-
ments that took weeks to treat can
now be ended in a few days. If you
have varicose veins or bunches you
can start today to bring them back to
normal size, and if you are wise you
will do so.

Just get an original bottle of
Moore's Emerald Oil at any dispens-
ing pharmacist and apply it night and
morning to the enlarged veins. It is
very powerful and penetrating, and
only a little is required.

After a few days' treatment the
veins will begin to grow smaller and
by regular use will soon reduce to
normal.

Moore's Emerald Oil is also a mar-
velous healing agent. One applica-
tion for instance stops the itching of
eczema, and a few applications cause
the eruptions to dry up, scale off and
completely disappear. It is equally as
effective in barber's itch, salt rheum,
bedsore and inflammatory skin trou-
bles.

People who want to reduce varicose
veins, or get rid of eczema, lichen, or
piles in a few days should not hesitate
to get a bottle at once. It is so power-
ful that a small bottle lasts a long
time. Any pharmacy can supply you.
Voigt's Drug Store sells lots of it.

adv.

TAXI
BAGGAGE
Phone 105
SMITH
LIVERY

ARTS TEACHERS MEET WITH HEADS OF SCHOOLS

High school arts teachers at the junior
high schools met with Ben J. Rohan,
superintendent of schools, Monday
afternoon, to continue their study of
the junior high school idea applied in
teaching manual training. The ex-
ploratory principle as worked out in
Manual arts is necessarily a differ-
ent problem than in other academic
subjects, it was said.

NOW YOU ASK ONE

A QUIZ ON THE IRISH
Since today is St. Patrick's Day,
what more fitting than that "Now
You Ask One" should be made up of
questions about Ireland and the Irish?
It is, and you don't need to be a
born Irishman to answer them, either.
The answers are on page 9.

1—What is the Gaelic name for Ire-
land?
2—What is the meaning of the
words "Sinn Fein"?

3—What Irish city is the strong-
hold of the Orangemen?

4—What was the nationality of St.
Patrick?

5—What part of Ireland is famous
for its lakes?

6—What famous Irish patriot was
hanged by the British in 1803?

7—in what county of Ireland is the
famous Blarney Stone located?

8—How must one be held in order to
kiss this stone?

9—What are the four provinces of
Ireland?

10—What Irish leader, who led the
Free State forces after extended fight-
ing with the English, was shot from
ambush by Republican leaders five
years ago?

COUNCIL WILL SELECT PAVEMENT FOR STREETS

Types of pavement to be laid next
spring will be selected by the common
council Wednesday evening. Property
owners on streets to be paved will be
given a chance to express their opin-
ions on pavements.

NAMED NEW DEAN OF WOMEN



MISS MARGUERITE WOOD-
WORTH

Miss Marguerite Woodworth, as-
sociate dean of women at Syracuse
university, Syracuse, N. Y., has been
appointed dean of women at Lawrence
college to succeed Miss Lydia
Lyton, who will leave in June to
be married.

Miss Woodworth is a graduate of
Syracuse university, Syracuse, N. Y.,
and since her graduation in 1918 has
been connected with the office of

dean of women there. She served as
acting dean of women at the New
York university for two years and
this year is associate dean. In addi-
tion to her work at Syracuse, Miss
Woodworth has studied at St. Hughes
college in England.

Paul Revere, besides being noted for
his famous ride, was one of the most
skilled silversmiths America ever had.

PRAYER SERVICE AT CHURCH IS CALLED OFF

No regular prayer service will be
held at the First Methodist church
Thursday evening in order to allow
members of the congregation to hear
Dr. Henry Hilt Crane, pastor of Central
Methodist Episcopal church at

Malden, Mass., who L. L. Appleton
this week to give a series of speeches
at Lawrence college. Evening ser-
vices will be held at 7 o'clock Wed-
nesday and Friday evenings, at
Lawrence Memorial chapel. He also
will speak to students of the college
at convocation services.

Dr. Crane is an outstanding preacher
in the country and makes an an-

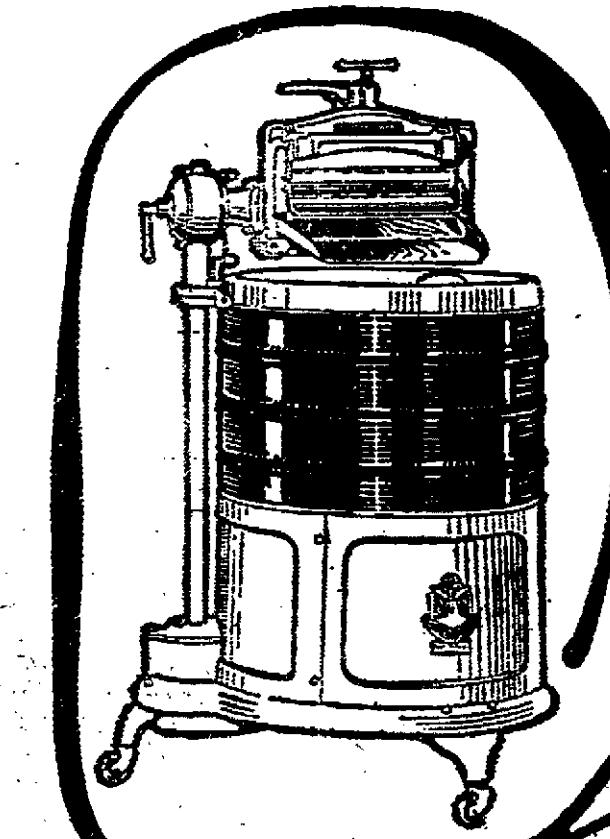
nual tour of colleges. He came to Ap-
pleton under auspices of the college

Y. M. C. A. He is a nephew of the fa-
mous Dr. Crane, well known maga-
zine writer.

Miss Marge Rose, secretary to E. L.
Williams, city clerk, resumed her du-
ties Wednesday morning after a two
day illness.



Not Only the Fastest Washer But Also the Most Convenient



One Hour
**The "1900"
WHIRLPOOL**

One Hour From Basket to Line

AGAIN we repeat that the "1900" Whirlpool washer will wash clothes faster than any other machine in the world. Test after test has demonstrated this fact. It is no longer news. And the "1900" Washer Company is not satisfied with just building a washer that will turn clothes out rapidly.

The object of a fast washer is to save time, which really means work and a fast washer that merely saves minutes without saving work is not truly a fast washer. The "1900" Whirlpool is so constructed that a woman needs merely put her clothes in and wash.

There is nothing to adjust; nothing to lift out; nothing to watch. Clothes may be added or removed while the washer is in action. The Whirlpool will drain itself automatically. There is practically nothing to lubricate and nothing to care for. A single control operates everything. Test it out at your home. One trial will convince you of the Whirlpool's outstanding superiority.

Wisconsin Traction, Light, Heat & Power Co.

APPLETON — PHONE 480

NEENAH — PHONE 16-W

SPRING 1927!
Fashion Show
March
17th 18th 19th



**Millinery
of the hour**
The Feature of This
SPRING STYLE SHOW
In Our Window Display

For this Spring's Style Show
we have gathered one of the
finest collections of Millinery
ever shown in Appleton.
Beautiful Parisian models that
were conceived by some of the
country's renowned designers.
Hats for every occasion and
for every one — all head sizes
and a range of styles so wide
that it would be almost im-
possible to describe them.

We are featuring exclusively
in Appleton the creations of
KIETH and
PARADISE HATS,
LA VERNE Models and
CARMEN Patterns.

ALSO A BEAUTIFUL SELECTION OF NEW
AIRY SPRING SCARFS TO HARMONIZE
WITH ANY HAT OR COSTUME.

SEE OUR WINDOW DISPLAYS

Markow Millinery
The Little Store With The Large Selection
Bijou Theatre Bldg.
119 N. Oneida St.

**FREE
FLOWERS**
For Coat or Dress
**VISITORS
EVENING**

Both of our stores will be
open for inspection Only
on

Thursday Night
March 17th From
7:30 P. M. Until 9

New Edison and Columbia Records

Columbia

Measures To Make You Hum!



Edison Record 51931

MY SWEETHEART WALTZ
SELECTIONS FROM "THE DESERT SONG"

Peerless Concert Orchestra

Irving Berlin's new waltz is played by Paul Ash and his
orchestra on — Columbia Record 287D

WHAT DOES IT MATTER—Waltz
YOU'RE THE ONE FOR ME—Fox Trot

Paul Specht Orchestra plays a real U. S. fox trot, full of
pep and rhythm, on — Columbia Record 880D

YANKEE ROSE
IF ALL THE STARS WERE PRETTY BABIES

Hear them now, as well as all the other popular hits, at

Meyer-Seeger Music Co.
118 W. College Ave.

Watch for the New Nationally Advertised Slogan
PHOTOGRAPHS—Live Forever

HARWOOD
Fine Photographs

TRY A POST-CRESCENT WANT AD.

Be In Style

Have Your Old Hat
Cleaned and Reblocked

To Look
Like New
For
Only .. 75c



We clean and reblock dozens of hats
every day and claim to be experts in this
line. Each mail brings us work from
cities in every corner of Wisconsin.

We also furnish new outer and inner
bands. The prices are very small and
makes your hat look just like a new
one.

Save the money and you can have a
hat that looks new for Easter.

Have your Shoes Shined by boys that know how to
please. Our price is only 10c or you can buy a card of
15 shines for \$1.00.

MAIL ORDERS RECEIVE PROMPT ATTENTION

RETSON & JIMOS
EXPERT HATTERS

100 W. College Ave. Olympia Bldg. Phone 299

EARLY SPRING TO LOWER EGG PRICE, DEALERS PREDICT

Product Will Drop Below 25 Cents a Dozen in Few Weeks, Report

Because of the early arrival of mild weather and existing market conditions throughout the United States, the price of eggs, which now is 25 cents a dozen, is expected to drop appreciably within the next few weeks, according to local dealers. The peak of production will be reached in this vicinity about April 10 and will continue until about May 10. There are approximately one-third more chickens this year and a corresponding increase is expected in eggs in the middle western states, receivers and shippers of eggs believe.

In addition to the increase in production in the middle western states, the Pacific coast states are expected to produce approximately 50 per cent more eggs this year. Another fact which further tends toward a lower price is that egg producers of Texas are shipping their product to New York and Chicago, instead of Mexico, the usual market. Mexican credit is none too good at present and the Texas producers are seeking a more reliable market.

Spring weather also tends to increase the production of eggs and wholesale dealers state that all indications point to a lower price than usual.

The highest price this past winter was 55 cents a dozen, which peak was reached about Dec. 10.

FORDS, CHEVROLETS LEAD REGISTRATIONS

Fords and Chevrolets led in the number of new automobile registrations in Wisconsin in February, according to the monthly report of Theodore D. Lamm, secretary of state. Of 4,262 new registrations, there were 1,716 Fords and 1,060 Chevrolets.

In Outagamie-co there were 53 new cars registered. Fords led with 15, Essex and Chevrolet was next with 7 each, and Chrysler was fourth with 6. The balance was scattered among other makes. Fifty three counties had less registrations than Outagamie, and only 17 counties had more.

Milwaukee-co had the largest number, 1,105, and Dane-co was second with 272. Registration of Fords and Chevrolets was second with 183. There were 11 new trucks registered in Outagamie-co. Five were Fords and three were Chevrolets.

PEOTTER WILL BEGIN ASSESSING NEXT MONTH

George Peotter, city assessor, will begin assessing property early in April. The work will require approximately five months.

How To Play Bridge

By Milton C. Work

(Readers of The Post-Crescent are invited to send their bridge problems to the Bridge Editor of The Post-Crescent and they will be forwarded to Mr. Work, author of these bridge articles. Mr. Work will answer every letter.)

The pointer for today is: WHEN ANSWERING THE INFORMATIVE DOUBLE OF A DEPENDABLE PARTNER, BID ANY FOUR-CARD MAJOR IN PREFERENCE TO EVEN A STRONGER FOUR-CARD MINOR.

The advice embodied in the above is embodied in the hand given yesterday. South bids one No Trump. West doubles, and East passes, and East holds Sp: S-x-x Ht: x-x Di: x-x Cl: A-Q-10-9. East has not the strength which would justify his even considering a Business pass or a bid of two No Trumps; so it is clear that he must answer the double by bidding two of a suit. Generally when called upon to name a suit, the longest or, with equal length, the strongest is the one to select. In this case the length of the two suits is the same, but there is great difference in their strength; the weak suit is a Major and the strong suit a minor. A dependable partner has not doubted without being prepared for, and indeed deserves of, an answer with a four-card Major, no matter how weak it may be; that is one of the requirements of modern double. While it would be the limit of absurdity to think of bidding Spades with his hand if the partner had not been heard from, it is wise to do so after a dependable partner has doubled one No Trump. Game is much more apt to be produced by a Major bid than by a Minor. If, as is quite probable, the partner have four spades with strength, game is not out of reach at the Major, but if it almost surely would be at the Minor. It always should be remembered that the Major is one vital trick nearer the goal; the number of deals in which the best suit-bid for the combined hands can make ten tricks but not eleven, is amazingly large. Furthermore, in this case (if the doubler have Spade

What do you think he should do? Answer tomorrow.

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STATE LEGION WINS MEMBERSHIP DRIVE

Defeats Minnesota in Close Contest; Ninth District Big Help

The Wisconsin department of the American Legion, largely through the efforts of the Ninth district, Outagamie and Oneida Johnston post of Appleton, defeated the Minnesota department in a membership contest which closed March 1, according to notices received Friday by editors of the Badger Legionnaire from Austin A. Peterson, state adjutant. The Wisconsin department will receive a silver plaque bearing the American Legion emblem, from the Minnesota department.

Wisconsin's total membership was 19,715 or 74.68 per cent of the year's quota, and Minnesota showed 21,105 members, or 71.07 per cent of its quota. Wisconsin showed a gain of 2,500 members on March 1, 1927, over the number enrolled on March 1, 1926. The Ninth district led from the start of the contest and finished far ahead with a record of 31 per cent of its year's quota by March 1. Outagamie was the first of the state to go "over the top" in its membership campaign and Appleton as the first large city over. Its state record of nearly 600 members pushed the county over first. Every post of the county was "over the top" in its drive by March 1, the report showed.

SURVEY INDICATES JOBS FOR YOUNG FOLKS HERE

Approximately 50 answers have been received to letters to Appleton employers by the junior placement bureau of Appleton Vocational school to determine whether there will be a demand for junior workers the coming summer. A personal survey of many industries is being conducted by the bureau in conjunction with the questionnaire. Answers received to date indicate that there will be many positions open for young men and women according to E. P. Chandler, coordinator.

Sure Relief



BROMO QUININE
and see a PROVEN REMEDY
Take
Lathe
Bromo
Quinine
tablets

The Safe and Proven Remedy
The First and Original Cold and Grip Tablet. Price 30c.
The box bears this signature
E. H. Groves
Since 1889

APPLETON CO.
ENGRAVING
C. Phone
2750
QUICK SERVICE
Artists
Engravers
COMPLETE ADVERTISING SERVICE

Every man who cares about his appearance is invited to visit our store during this informal showing of the best new Spring styles.

Thiede Good Clothes



ALL-COLLEGE PLAY FOUR ACT COMEDY

"You Never Can Tell" is Selected for This Year's Production

"You Never Can Tell," a play by George Bernard Shaw, has been selected for this year's production of the annual All-College play at Lawrence college.

Miss Lucille Welty, head of the Lawrence College dramatics department, will coach the play, while Professor A. L. Franzke will supervise the business management.

It is a comedy in four acts, and has a number of pleasing features, with clever and lively dialogue, and elaborate setting. There are 12 roles, requiring seven men and five women.

Miss Welty's Play Production class of 20 students will furnish the talent, some of them to comprise the acting cast, while others will manage the technical phases, such as publicity, advertising, scenery, makeup, and lighting.

The cast itself has not yet been selected, but will be decided through tryouts to be held soon. The complete business staff will be announced the latter part of the week.

Although no definite place has been chosen, it will probably be presented at Fischer's Appleton Theatre the third week in May.

GLOUDEMANS-GAGE CO.



All is in Readiness For The Spring Opening

A Remarkable Presentation of Fashionable Apparel for Matron and Maid—

The Very Newest Accessories---

The well dressed woman realizes the important part that correct, carefully selected accessories play in the final effect of her costume. We have received many smart novelties for the spring season and list but four of them here!

Millinery---

Beautiful, new hats for maid or matron are shown in spring's brightest shades. Beautifully conceived of finest materials in scores of becoming modes. Large and small head-sizes.

—\$3 to \$15

Footwear---

For particular women, we offer a splendid variety of smart, new styles in slippers and pumps. Cleverly styled of fine leathers and featuring newest shades and trim.

—\$6. the Pair

Silk Hosiery---

Nothing is quite so conspicuous as a woman's hosiery! So it should be carefully selected. We offer splendid variety of fashionable shades in service and sheer chiffon weights. Of finest silk thread and of the fashionable extra lengths.

—As Low as \$1.

Newest Gloves---

Smartly cut are the new kid gloves for spring wear. Shown in the most favored of spring shades, they are smartly developed as to novelty cuffs and trims. Perfect fitting and wearing.

—\$2.75 Pair

TOMORROW, is the official opening of the Spring Style season in Appleton—and we have assembled a remarkable collection of beautiful toggiery for the critical inspection of fashion-wise women. Our buyer has just returned from New York, with the latest in Pre-Easter apparel. There are many new features—that were not shown in the earlier offerings. We will be delighted to show you the many wonderful things we have in readiness for you!

Springtime Frocks Are Lovely \$10 to \$39.50

Youthful, in every line are the frocks for springtime. They are charmingly developed of fine silk crepes or soft woven woolens, in a regular riot of new shades. Styles appropriate for every possible occasion, are offered in tremendous variety—featuring new feminine silhouettes, new embellishments that add much to the individuality of the frock, new necklines and new sleeve effects. All sizes too!



Coats of Unusual Smartness \$16.50 to \$89.50

There's variety enough here, to satisfy the most exacting! Smart, swagger sports coats—distinctively tailored dress coats, are extra well made of finest woolen fabrics. Striking, new plaids in unusual daring color effects, dark and soft-toned plain fabrics of feather weights, develop smartest styles. Many trimming effects achieve attention because of their unusualness!



SPORTS

NEWS OF NEENAH AND MENASHA

SOCIETY

CHILD IS RESCUED FROM DEEP CISTERNS

Frankie Luebben Narrowly Escapes Drowning: Driver Pulls Boy Out

Neenah—Frankie Luebben, 4, son of Mr. and Mrs. Frank Luebben, High-st, narrowly escaped drowning Tuesday evening when he fell into a cistern at the home of J. C. Luebben, High-st. He was rescued by Paul Ziegert, driver for the Wieskeit Lumber company, who heard the child's cries as he was passing by. Mr. Ziegert immediately started resuscitation methods upon the child, who had been in the cistern for nearly 10 minutes before he was brought back to life when physicians arrived with the lung-motor. The child had gone with his mother to the Jaspeson home and was left for only a minute while the mother went into the house. During that period he wandered to the cistern which had been left uncovered by accident and fell into about 10 feet of water.

OUTLINES PLANS FOR ATHLETIC FIELD DRIVE

Neenah—Dr. George Pratt, chairman of the Kiwanis athletic park project committee, addressed a general assembly Wednesday afternoon at Kimberly high school. He outlined plans of the Kiwanis club for a financial campaign to finance construction of an up-to-date athletic field near the site of the new Senior high school. While architects plans include provisions for an athletic field, the work would not be completed until possibly 1930.

With this long period intervening before Neenah would have a suitable place to conduct outdoor sports, the Kiwanis club has formulated a program by which funds will be secured and work started almost immediately on an athletic field. Space would be provided for a baseball diamond, football field, race track and possibly a club house with shower-baths. The grounds would be enclosed by a wire fence and would be equipped with suitable seats.

Dr. Pratt said the need of such a field is apparent, as the one at Columbia park is little better than a mudhole. It is useless as a playground most of the summer. He stated that committees had lists prepared for circulation, and work of securing the funds would start within the next few days.

WOMAN SUES OSHKOSH FOR \$5,000 DAMAGES

Neenah—Mrs. Julia Adams, Oshkosh, sister of Mrs. Harry M. Brown, of Neenah, and formerly of this city, has filed suit in circuit court against the city of Oshkosh and John Brennan, Oshkosh, for \$5,000 for injuries she claims she received last Dec. 11 when she slipped and fell on the sidewalk adjacent to Brennan's drug store. Mrs. Adams alleges she suffered a double fracture of the right leg and numerous bruises. She alleges her injuries will cripple her permanently.

HIGH SCHOOL ATHLETES START TRACK TRAINING

Neenah—Track activities at high school began Tuesday when a squad of 15 young men reported for training. For the first conference track meet on May 14 in DePere, Coach Ole Jorgenson expects to have several entries in each event. There still is the annual "crazed" basketball meet to be conducted among high school players and the annual Seventh and Eighth grade tournament before actual track work starts.

BOELTER WILL SEEK OFFICE OF JUSTICE

Neenah—Nomination papers for Ernest Boelter, bicycle repair man, for Justice of the peace, are being circulated. There now are three candidates for the office. O. B. Baldwin and Chris Jensen already have filed their papers.

TOURISTS BEGIN TO ARRIVE AT CAMP SITE

Neenah—Two groups of tourists, both from Illinois, already have spent a night at the Neenah public tourist camp. They are on their way to the northern part of the state. Several improvements are to be made at the camp site this summer. A set of gas stoves will be installed, more camping room will be provided, and a store where fresh vegetables and provisions can be purchased will be established.

PHILOMATHA TO PICK PLAY CAST WEDNESDAY

Neenah—The cast for the annual play, "Stray Cats," to be presented by the Philomathia society of Kimberly high school, will be selected Wednesday evening. No date has been set for presentation of the play but it will follow the annual play by the speech class.

TWO RECEIVE SECOND CLASS SCOUT BADGES

Neenah—Alfred Graef, Walter Schanck and Harvey Gurnees were awarded second class Scout badges and Jack Metternick received a Tenderfoot badge Tuesday evening at the regular meeting of Troop No. 3 of the St. Thomas Episcopal church. A series of inter-patrol contests in signalling and first aid work was started. The patrol leaders council will be entertained Wednesday evening at the home of Phillip Herbold, leader of the Cub patrol.

PRESBYTERY STARTS CAMPAIGN FOR FUNDS

Neenah—Intensive organization work in Winnebago Presbytery to secure its quota of the \$15,000,000 fund being raised nationally to provide pensions for disabled Presbyterians, ministers, missionaries and their widows and orphans, has been started by committees with S. F. Shattuck of Neenah as chairman of the campaign. An office has been opened at 101 N. Commercial-st. The Winnebago Presbytery includes all territory up to the Wisconsin-Michigan line north, west to Marshfield and south to Fond du Lac.

The pension fund will provide pensions of from \$500 to \$2,000 annually for aged, retired servants of the church. Among the towns to be canvassed are Abbotsford, Fond du Lac, Neenah, Wabeno, Appleton, Green Bay, Oconto, Waupaca, Athens, Lomira, Omro, Wausau, Colby, Marinette, Oshkosh, Wausauke, Crandon, Marshfield, Shawano, Westfield, De Pere, Merrill, Stevens Point, Weyauwega, Edgar, Montello, Stratford and Winneconne.

NEENAH PERSONALS

Neenah—Mr. and Mrs. Charles Kotov are visiting relatives in Waupaca.

George Fass is recovering from a recent operation for appendicitis at Mercy hospital, Oshkosh.

Mr. and Mrs. Harry Price have returned from a visit of several weeks in Florida.

Mr. and Mrs. Joshua Gates, Port Washington, are visiting Neenah relatives.

Mrs. Harry Collins has returned from Chicago where she visited her son, John, who is attending college there.

The Mission society of Our Savior's Danish Lutheran church met Wednesday afternoon with Mrs. Hans Jorgenson at her home on E. Doty-ave.

Miss Lydia Bergman, who recently submitted to an operation at Theda Clark hospital, left Wednesday for her home in Wausau to remain until after Easter. Miss Bergman is teacher at Trinity Lutheran school.

A daughter was born Wednesday at Theda Clark hospital to Mr. and Mrs. William Lamont, 1325 N. Oneida-st, Appleton.

Mrs. Walter Krueger submitted to an operation Wednesday at Theda Clark hospital.

John Rasmussen submitted to an operation Wednesday at Theda Clark hospital.

Miss Helen Peterson was operated upon Wednesday at Theda Clark hospital.

Miss Lorris Reisenweber had her tonsils removed Wednesday at Theda Clark hospital.

Mr. and Mrs. Theodore Johnson attended the funeral of a relative Wednesday afternoon in Waupaca.

Mr. and Mrs. Albert Gilbert have returned from a sojourn in the south.

Miss Sylvia Christensen has returned from St. Elizabeth hospital, Appleton, where she submitted to an operation for removal of her tonsils.

PUBLIC WORKS BOARD WILL HEAR COMPLAINTS

Neenah—A meeting of the board of public works has been called for 7:30 Monday evening, March 21, at the city hall to hear complaints of property owners on N. and S. Commercial-sts upon which street improvements are to be made by paving and resurfacing. The board has viewed the premises and levied assessments of benefits and damages.

UPON motion of Alderman Baldwin it was decided that hereafter half the expense of clearing certain streets bordering the Chicago, Milwaukee and St. Paul Railway company tracks will be charged to the railway company and the other half to the property owners. Mayor Remmel said that \$2,057 personal tax remained unpaid at this time. He advised that steps be taken to collect it.

Mayor Remmel advised people who thought their assessments too high to appear before the board of review. It is their duty to do so, he said, and it is the proper time to see to it.

The water and light committee went on record as favoring a pure water supply and suggested that an investigation be made for its improvement.

RESIGNS AS MENASHA MAYOR



MAYOR N. G. REMMEL

Resignation of Mayor N. G. Remmel was presented to the common council Tuesday night. The desire to have more time for his private business is believed to have prompted the mayor to take this action. His resignation, which will take effect April 5, was accepted.

COUNCIL AWARDS

BANK OF MENASHA NEW BOND ISSUE

Bid of Menasha Institution Is 4 1/2 Per Cent for \$45,000

Menasha—The Bank of Menasha was awarded the \$75,000 issue of school bonds by the common council Tuesday evening. Its bid was \$45,000 at 4 1/2 per cent and \$30,000 at 4 per cent, plus a premium of \$75. Seven bids were submitted. They were from the Bank of Menasha; A. D. Liesch company, Inc., Chicago; First Wisconsin Bank of Milwaukee, Milwaukee; Northern Trust company, Chicago; E. H. Rollins & Co., Chicago; National City bank, Chicago; and Blyth, Whittier & Co., Chicago.

The bids were opened as soon as the council was called to order and were referred to the committee of the whole. It was nearly 11 o'clock before the committee reported. The original interest rate of the bonds was 5 per cent. A resolution was adopted changing a portion of them to 4 1/2 and the other portion to 4 per cent.

A resolution apportioning the cost of pavement on the streets to be improved and assessing the benefits and damages to the property owners, was adopted. Preliminary steps were taken for paving Pinestreet upon presentation of a petition signed by property owners. The city clerk was authorized to advertise for bids returnable April 5.

Four bids were submitted for painting and repairing the municipal flagpoles. They were referred to the committee of the whole. The bidders were Albert A. Ahrens, Percy Walsh, Howard Hahnberger, and T. J. Cleveland. City Attorney Henry Fitzgibbon reported that the boat house at the end of Pierce-ave was about to be removed as requested, but that the owner desired a little more time on account of the ice.

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Franklin Fahrenkrug, son of G. A. Fahrenkrug, Lush-st, submitted Monday to an operation for appendicitis at Theda Clark hospital.

Miss Gladys Bloomstrom, who submitted to an operation for appendicitis a month ago, resumed her work Monday with the Neenah Hardwood Products company.

Menasha—Mrs. W. H. Miner has returned from Rochester, where she submitted to an operation.

Louis Stumpf of Darboy, who fractured his ankle two weeks ago, is able to get about on crutches.

WHENEVER HEAD ACHE

Menasha—John Remmel announced Tuesday that he had withdrawn his nomination papers for reelection as alderman for the Second ward. He is chairman of the water and light committee.

NEENAH SOCIETY

Menah—Miss Marjory Philipp, daughter of Mr. and Mrs. Peter Philp, Dale, and Harold Miller, Larsen, were married last Saturday by the Rev. D. C. Jones, parson of the Neenah Presbyterian church at the parsonage on Church-st. Attendants were Orin Pindl, Clayton, and Miss Martha Schreier, Neenah.

Mr. and Mrs. William Stacker, at a St. Patrick's party given Tuesday evening at their home on Seminary-st, for their daughter Ruth, announced their engagement to O. W. Stell. The wedding will take place in June. Sixty young people were present. Prizes in bridge were won by Mrs. R. B. Brand and Miss Gertrude Wacker, and in croquet by Mrs. Walter Birschen and Miss Hortense Kunschke. A luncheon was served after the games. Out-of-town guests were Mrs. R. B. Brand and Mrs. George Ward of Appleton.

ECKRICH APPOINTED BALL CLUB MANAGER

Menash—William H. Scherer Gruenwald, employee in the boiler room of the Bergstrom Paper company mill, is at Theda Clark hospital with a badly burned face and shoulders. He received Tuesday night while at work. A quantity of blazing coal dust was blown out of the furnace and into his face.

PROBE ACCIDENT AT PAPER COMPANY

Hearing Is Held to Determine Responsibility for Carload of Paper Tipping

Menash—A hearing to determine responsibility for the accident at Gilbert Paper company's mill a week ago when a carload of paper on the loading dock left the rails and at most dropped into the river, was held at the Chicago, Milwaukee & St. Paul company freight office.

It was attended by A. C. Petersen, assistant superintendent of Green Bay, who acted as investigator; Mr. Ickwald of Green Bay, representing the conductors union; E. W. Proctor of Green Bay, representing the brakemen's union; and T. Cramer, representing the engineer's union.

Menash—The Girls' club of the Women's Benefit association will hold a meeting Thursday, March 24, at the home of Miss Goldie Moran. The club will give a bazaar Saturday morning at Reynolds candy store.

The Fraternal Order of Eagles will initiate a class of 75 candidates Thursday evening. The class will be known as St. Patrick day class. Candidates were instructed to be on hand at the hall at 7:00. The initiation will be followed by an address by Attorney S. L. Spangler and a musical program.

The Elks will initiate six candidates Wednesday evening at their clubrooms. The ceremony will be preceded by a 6:30 dinner. Frank McAdams of Watertown, district deputy, will deliver an address.

The Fraternal Order of Eagles will initiate a class of 75 candidates Thursday evening at the St. Patrick day party. The committee in charge is composed of Mr. and Mrs. S. E. Crockett, chairman, Mr. and Mrs. A. T. Strange, Mr. and Mrs. Fred Peterson, Mr. and Mrs. W. C. Friedland, and Mr. and Mrs. H. E. Bullard.

C. A. Heckrodt and Al Grove entertained Thursday evening at the St. Patrick day party. The committee in charge is composed of Mr. and Mrs. S. E. Crockett, chairman, Mr. and Mrs. A. T. Strange, Mr. and Mrs. Fred Peterson, Mr. and Mrs. W. C. Friedland, and Mr. and Mrs. H. E. Bullard.

Because the car was on the verge of tipping over it was difficult for the wrecking crew to get it back on the track. The wrecking crew arrived from Green Bay at 8 o'clock Tuesday evening and did not finish its work until 5 o'clock the following morning. The result of the investigation is awaited with interest by the railroad employees concerned.

TWIN CITY DEATHS

CASMIER TEITZ

Menash—The funeral of Casimir Teitz, who died Sunday was held at 9 o'clock Wednesday morning, at St. John church. The services were conducted by the Rev. W. B. Polacyk. Burial was made at St. John cemetery.

Menash—Mayor N. G. Remmel, who has served the municipality as alderman for six years and mayor for 12 years in the last quarter of a century, tendered his resignation to the common council Tuesday evening. It was 12:15 when he called Alderman Anton Brezinski, president, to the chair, and after stepping down informed him there was a communication on his table to read.

The resignation was brief and gave no reason for his action. It is understood, however, that pressure of private business was the cause and that he vacated the office at this time to make it possible to elect his successor at the coming spring election. The resignation, which was accepted, will take effect April 5.

The resignation of Alois Vossen, assessor, also was presented and accepted. Mr. Vossen was compelled to take this action because of ill health.

The contract for painting the two municipal flagpoles was awarded to Howard Hohenberger for \$65. Upon recommendation of the water and light committee the council decided to advertise for bids for additional water mains and for their installation, the bids to be returnable on April 5.

Menash—Exactly \$252.38 was deposited by 1,167 pupils of the public and parochial schools last week. The amount deposited by each school was: First ward, 196 depositors, \$63.97; Second ward, 73 depositors, \$17.67; Nicolet, 151 depositors, \$23.50; Fifth ward, 142 depositors, \$23.70; St. John, 91 depositors, \$38.95; St. Patrick, 23 depositors, \$12.26; Menash high school, 113 depositors, \$84.25; St. Mary high, 21 depositors, \$2.82; bank, 1 depositor, 37 cents.

GRILL ROOM LEASED BY MILWAUKEE FIRM

Menash—Waltham Piano company of Milwaukee has leased the Grill room of Hotel Menash and took possession Tuesday. They will handle other musical instruments in connection with pianos.

PUPILS DEPOSIT \$252 LAST WEEK, REPORT

Menash—Exactly \$252.38 was deposited by 1,167 pupils of the public and parochial schools last week. The amount deposited by each school was:

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When you darken your hair with Wyeth's Sage and Sulphur, no one can tell, because it's done so naturally, so evenly. Preparing this mixture, though, at home is messy and troublesome. For only 75 cents you can buy at any drug store the ready-to-use preparation improved by the addition of other ingredients called "Wyeth's Sage and Sulphur Compound." You just dampen a sponge or soft brush with it and draw through your hair, taking one small strand at a time. By morning all gray hair disappears, and, after another application or two, your hair becomes beautifully darkened, glossy and luxuriant.

Gray faded hair, though no disgrace, is a sign of old age, and as we all desire a youthful and attractive appearance, get busy at once with Wyeth's Sage and Sulphur Compound and look years younger.

SOCIAL ITEMS AT MENASHA

the home of Mrs. Edward Smith, Tay-cost.

"Safety First" is the name of a play that will be given Thursday evening, St. Patrick day at Menash auditorium by a group of young people from Sacred Heart church, Appleton. It is being sponsored by the Sanctuary society of St. Patrick church.

**INSPECTOR GRANTS
16 PERMITS DURING
FEBRUARY TO BUILD**

Total Estimated Cost of Project is \$44,650, He Reports

Sixteen building permits, authorizing improvements estimated at \$44,650, were issued last week by Walter Zschaechner, building inspector. Ten were for new residences, four for new garages, one for a basement under a home and one for remodeling a store front. They were issued as follows:

Carl Radtke, residence and garage, 1006 N. Harrison-st; Frank Bartman, residence and two garages, 700 W. Washington-st; J. L. Fischer, garage, 125 N. Mason-st; Walter Heiss, garage, 1321 N. Durkee-st; Kimberly Real Estate company, residence and garage, 1009 N. Leminwah st; Kimberly Real Estate company, residence and garage, 225 N. Leminwah st; W. F. Flotow, 1618 N. Appleton-st, residence and garage; A. W. Finegan, move house from 822 W. Franklin-st to 212 S. Douglas-st; George Meyer, residence, 1515 N. Harrison-st; Arnold Hoernig, residence and garage, 1741 N. Superior-st; Mrs. Inez Burhans, garage, 521 E. Lincoln-st; Robert Schultz, residence and garage, 1112 W. Elsie-st; Jacob Wolf, garage, 325 W. Prospect-ave; Earl F. Miller, Inc., residence, 1223 S. Lawest; Arthur Wendt, basement, 1515 E. Candee-st; Matt Schmidt and Son, new store front, 106 E. College-ave.

**BILLS WOULD AFFECT
SCHOOLS IN APPLETON**

Two bills which would affect Appleton schools will be brought before the Wisconsin legislature this week. Miss Carrie E. Morgan, assistant superintendent of schools, announced. One relates to tuition in high schools in the state and the other to compulsory attendance at vocational schools.

**FINISH SECOND FLOOR
ON ADDITION TO STORE**

The second floor of the three-story addition to Geenen's Dry Goods Co. store was completed last week and work was started on the third floor this week. Hoffman Construction company is in charge of the project which will cost approximately \$25,000. The addition is to be completed about May 1.

**DEAF SCHOOL RECEIVES
CHECK FOR \$246.67**

A check for \$246.67 for the deaf school here has been sent to Miss Carrie Morgan, assistant superintendent of schools, according to word received from the state department of public instruction. The state apportions funds for this purpose according to the number of pupils in the school and the days they have attended.

**KEEP DOGS, CHICKENS
LOCKED UP, WARNING**

Keep your dogs and chickens at home! This is the warning issued to live stock owners in the city Tuesday morning by George T. Prim, chief of police, following receipt of numerous complaints. In the last two weeks about stray animals.

Livestock should be kept penned up throughout the year, he pointed out, but more damage is done by these animals and birds in spring and summer than in winter. A city ordinance makes it unlawful to permit livestock to run at large, he pointed out.

**DIPLOMAS, JOBS
GIVEN BY SCHOOL**

Business Cooperates With High School at Davenport, Iowa

Jobs are distributed with diplomas at Davenport, Ia., high school. R. J. Eustace, industrial commissioner of Iowa, said in an address on his work and particularly on the relation of the high school student to the town in which he is living, at a general assembly meeting at Appleton high school Tuesday morning.

Business men are appointed to locate positions for all graduates who wish to go to work. On commencement night the students are told where there are places waiting for them.

Another contact in that city between the older and younger generations is through the symphony orchestras. A city organization gives concerts each Sunday through the winter and at the final concert in the spring, each musician has beside him a member of the high school orchestra who plays the same music as the older regular musician. It is a means of instilling civic pride into the boys and girls, he believed.

Mr. Eustace was brought to Appleton to speak at a meeting of the Lions club Monday night at the Conway hotel. He is making a tour of cities throughout the country to make a survey of industrial relations. He left for Oshkosh Tuesday morning to speak at the high school and luncheon clubs there.

**ACTIVITIES BANQUET
IS PLANNED BY GIRLS**

Plans for an activities-banquet to replace the regular athletic banquet given by the Girls Athletic association of

Appleton high school are being made by Miss Edith Yeager, faculty sponsor, and members of the association. The girls felt that students who had worked in other activities in the school had done as much as the athletes and should be recognized.

One or two students who have done the most and worked the hardest for the success of 21 or 25 activities in the school will be asked to the affair.

Their names will be suggested by faculty sponsors of the activities. It is

hoped that the activities banquet will be an annual event of the school year

afternoon as was previously announced, according to R. M. Connely, city engineer and chairman of the committee. A report will be prepared on the feasibility of a joint sewage disposal plant for the valley.

A careful check of passenger automobiles crossing the four bridges which span the East river from Manhattan to Brooklyn and Queens showed that in 24 hours 333,028 passengers in 162,952 vehicles made use of these structures.

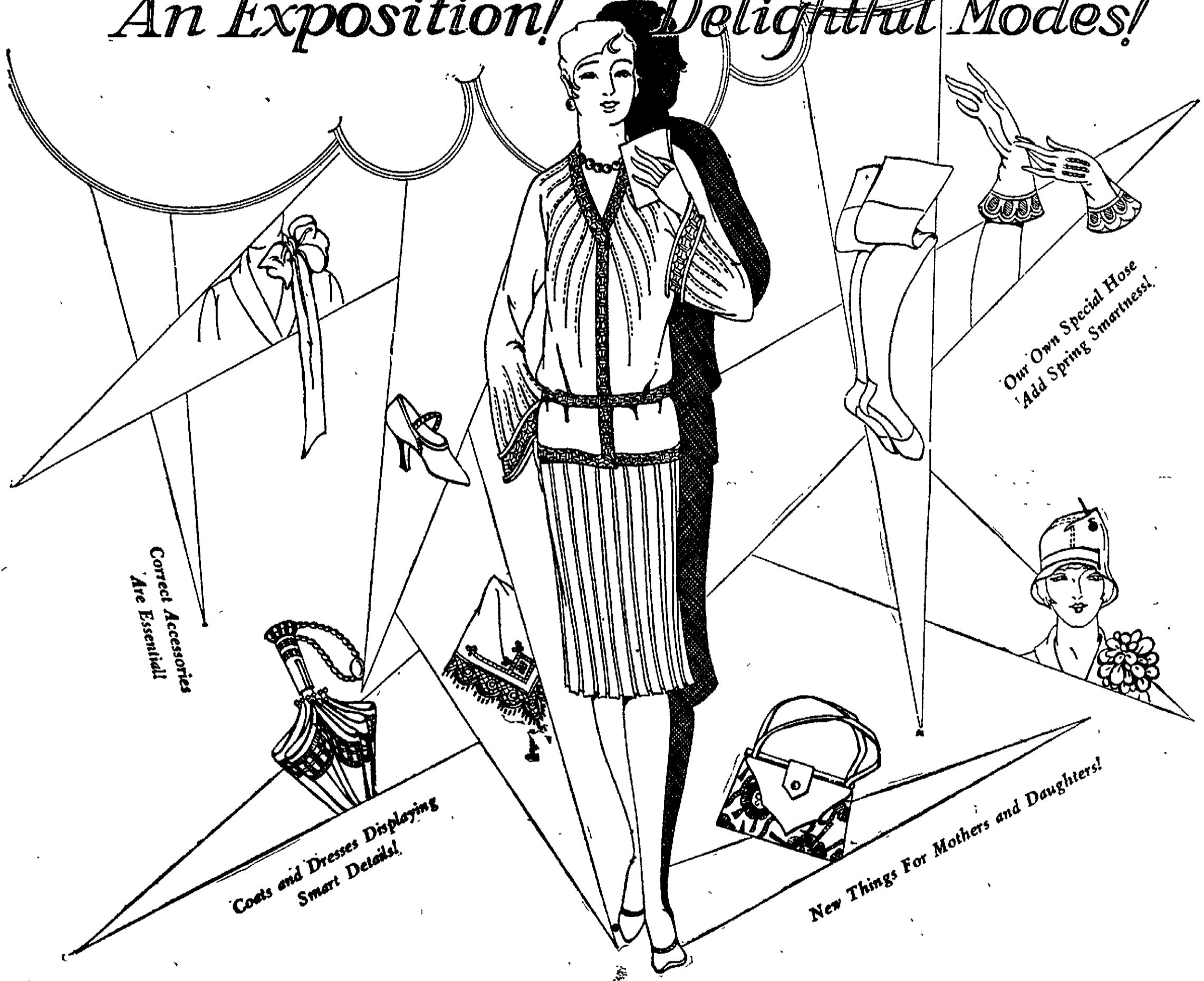
**A NATION-WIDE
INSTITUTION—
J.C.PENNEY Co.
"where savings are greatest"**

Lutheran Aid Bldg.

Appleton, Wis.

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An Exposition! Delightful Modes!



The eternal question! What's new? This season we are as thrilled as you are about the new apparel—frocks so exquisitely tailored—or ruffled and tiered for afternoon—school girls' dresses are smartly sophisticated—but most alluring of all are the "little things" that mean so much! The hose, hat and bag to match—gloves too, and shoes in smart leathers.

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LENROOT SCORES CONGRESS

Possibly Mr. Lenroot is more frank politically as a private citizen than he was as a United States senator. That would be natural although no one could ever accuse him of a lack of moral courage and frankness. Speaking before the Rotary club at Milwaukee, Mr. Lenroot referred to the closing days of congress as "a disgrace to the nation." After advocating legislative action to curtail debate and enable the majority to bring measures to a final vote, he says:

Looking over the work of this congress as a whole, its accomplishments and its failures, the petty politics displayed to the public injury, and foreseeing no improvement in the senate in the immediate future, I am led to exclaim—thank God, I am now a private citizen.

The critic may immediately reply to this, that it has been only a few months since Mr. Lenroot was ready and anxious to return to the senate and made a great fight for re-election. Still, this does not meet the point, neither does it detract anything from what the former senator has said. One generally obtains a better perspective of conditions such as he refers to from the outside than from the inside. When we are working, striving and defending ourselves in a heated atmosphere, it is hard to strike a true balance as to acts and facts. The disinterested, dispassionate viewpoint from the side lines is the more nearly accurate.

We think it is a fact that the standing of congress, both in the house and senate, has deteriorated in recent decades, and particularly in recent years. We are sending to Washington more hobby-horse riders and incompetent politicians than ever before, and fewer men of brains and integrity. It is impossible that men of high standing can be sent to the senate, for instance, out of such exhibitions of depravity as occurred in recent primaries. Many congressmen represent a class or a prejudice only. They have no real thought for the national welfare, and insufficient breadth to grasp it if they were so inclined.

It is becoming more and more the custom to elect our misfits, business and professional incompetents and men of known public dishonesty to offices. No wonder Mr. Lenroot takes a pessimistic view of politics and of congress. Mr. Lenroot upheld President Coolidge's veto of the McNary-Haugen farm relief bill and left this message to the thought of Wisconsin farmers:

Aside from its unconstitutionality and false economic basis, it would have injured every dairy farmer in Wisconsin more than any measure ever proposed in Congress in its experience. It undertook to assist what was termed basic agricultural products. The committee found that in addition to wheat and corn and cotton and swine, rice and tobacco were basic agricultural products, but dairy products, the annual value of which is greater than wheat and cotton combined, were not included. The result would have been, if it had become a law, and had accomplished all that its sponsors claimed for it, that it would have increased the price of feed for every dairy farmer in Wisconsin, without any benefit whatever to him—and yet, the record shows that every member of the Wisconsin delegation in the house and senate, voted for this bill, except Congressman Voight and myself.

WORLD TRADE COMPARISONS

Statisticians have made much talk of the fact that our export trade has been exceeding that of Great Britain by larger margins each year since 1924. They point out that in 1924 our exports totaled \$605,400,000 more than Great Britain, in 1925 \$1,324,700,000 and in 1926 \$1,823,700,000 and to the person who looks the situation over superficially these figures are impressive.

But closer analysis gives us something to think about, for our apparent increase does not equal England's decrease. In other words, the result is not so much our good merchandising as it is Great Britain's bad merchandising or bad fortune. To illustrate, we have only to cite the fact that in 1924 the exports of the United States totaled \$4,761,600,000,

in 1925 \$5,083,300,000 and in 1926 \$4,991,900,000 or a net gain for the three years of only \$230,000,000.

Contrast with this the record of Great Britain's exports which showed \$4,156,200,000 in 1924, \$3,758,600,000 in 1925 and \$3,168,200,000 in 1926, a net loss for the same period of \$968,000,000. And there is another significant feature. During these three years the total export trade of both countries declined. That is the real point. The total exports declined from \$8,917,800,000 in 1924 to \$8,841,900,000 in 1925 and on to \$8,161,100,000 in 1926, a net loss of \$756,700,000.

Figures can be made to say anything. To have congratulated ourselves on outstripping Great Britain in this instance would have been foolish, for the actual figures show little ground for self-congratulation. Rather they indicate that America and Great Britain had better both get busy or Germany will be getting the cream of the world trade, for she has made a fair start in the direction:

HELP REPLENISH TIMBER

The people of Wisconsin will on April 5 vote on the question of amending the constitution to change the uniformity clause of taxation, to make it possible to grant special tax concessions to land owners who use their property for the growing of trees. The purpose is to promote reforestation. Wisconsin originally had one of the greatest stands of trees of any state in the union. Timber was its principal natural resource. All but a smattering of these great forests are gone. It is estimated that there are not less than ten million acres of cut-over land in the state, most of which is practically useless for any other purpose; at least it is most valuable for reproduction of trees.

Wisconsin is one of the states which can replenish the rapidly diminishing supply of timber, and this is of great economic importance to the future. We must either practice reforestation on an extensive scale or the time is not far distant when the lumber supply will be all but exhausted and prices will be prohibitive. Reforestation is therefore of concern to every person in the state. It has been long recognized as a duty of the state government to encourage reforestation, but up to this time nothing has been done of value along this line. Our cut-over lands are still barren and producing nothing, either for the present or the future. The replanting of these ten million acres of barren lands in trees would mean renewing the prosperity and the general betterment of the state in the years to come.

It is argued that the reduction of taxes on these lands to a nominal figure would encourage reforestation. It takes many years to grow trees, and if the lands were to be taxed on the appraised values the cost of production would probably be prohibitive. At any rate, ventures of this kind are comparatively few because of the excessive overhead that would have to be carried over a long term of years. Ultimately the state and the localities would obtain more revenue by reducing taxes until the trees reached a marketable growth. At that time, or if deemed advisable when the timber was cut, the revenues would be large. It is in effect a policy of deferred taxation and we think it will pay Wisconsin to adopt it. We therefore recommend to voters that they approve the proposed amendment.

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OLD MASTERS

The little toy dog is covered with dust. But sturdy and stanch he stands; And his musket moulds in his hands. Time was when the little toy dog was new. And the soldier was passing fair; And that was the time when our Little Boy Blue Kissed them and put them there.

"Now, don't you go till I come," he said, "And don't you make any noise!" So, toddling off to his trundle-bed.

He dreamt of the pretty toys; And, as he was dreaming, an angel song Awakened our Little Boy Blue—

Oh! the years are many, the years are long, But the little toy friends are true!

As, faithful to Little Boy Blue they stand, Each in the same old place, Awaiting the touch of a little hand.

The smile of a little face; And they wonder, as waiting the long years through,

In the dust of that little char,

What has become of our Little Boy Blue,

Since he kissed them and put them there.

—Eugene Field: "Little Boy Blue."

The Right Hon. Stanley M. Bruce, premier of Australia, says America is "indecently modest." That's the first hint we've heard that this country was bashful.

Don't say dentist any more. The new word is gnashologist. Probably from the verb to gnash. And for the car scrubbers—gnashologists.

Harvard accuses Princeton football players of biting the necks of the Crimson jads. And Cambridge doesn't look like Hollywood, either.

Today's definition: the first of the month—that period when the doorbell calls people to the windows.

A seat certainly is becoming costly in this country, whether it's in the stock exchange, the board of trade, the theatre or the Senate.

Health Talks

BY WILLIAM BRADY, M. D.
Noted Physician And Author

Dr. Brady will answer all signed letters pertaining to health. Writer's names are never printed. Only inquiries of general interest are answered in this column, but all letters will be answered by mail if written in ink and a stamped self-addressed envelope is enclosed. Requests for diagnosis or treatment of individual cases cannot be considered. Address Dr. William Brady, in care of this paper.

DIABETIC ECONOMY

Diabetes is an expensive disease. Dr. Don H. Duffie, of Central Lake, Mich., remarks in a highly practical scientific contribution to his state medical society journal, outlining a method of management of diabetes which involves no mathematics, little laboratory work, and no special training on the part of the doctor or patient.

Dr. Duffie is a country doctor. Nuff said. He makes the rule of three suffice where a hospital "specialist" would employ logarithms, differential calculus and an adding machine. Food scales cost \$10 or more; Dr. Duffie's patients, content to weigh food on wavy paper, find a metric scale purchased for \$3.75 satisfactory. Three patients even make a 75 cent photo scale serve, usingnickles in lieu of five gram test weights. One frugal old woman for months used a homemade Jolly balance, assembled from the spring of an old shade roller, a 5 cent curtain rod and a pie tin, its "adjustable" dial, a sliding strip of wood likewise graduated by the use of nickles.

This resourceful physician quietly remarks that the usual dictum, that the patient must take enough protein to maintain nitrogen balance is rather meaningless to most of us. That's a mouthful. Then, too, the patient, at any rate, is generally flabbergasted by the scientific but unfeeling rule that the diet must include enough carbohydrate to be "antiketogenic" yet not enough to produce glycosuria.

The very words are strange and distracting to the bewildered patient. The fewer such words the better. By the use of graphic methods, even an ignorant person may be trained to successful co-operation without so much as having heard the word carbohydrate."

Would that we had more doctors of this type.

May we would have 'em if it were not for the prohibitive cost, in time and money, of modern medical education. Oh, for a thousand William Allen Purseys to rescue medical training from the control of the highbrows!

This rural physician (Central Lake boasts 500 residents), explains to the patient that all foods are but flavored mixtures, in varying proportions, of the same three food elements, and that he is to eat just so much per day of each of the three, no matter what foods he prefers to get them from. To enable the patient to manage his diet, Dr. Duffie provides cards, each representing a weighed serving of food, for example:

Cottage Cheese	Shredded Wheat
500 grams	one
P-10	P-3
F-1	F-2
C-1	C-23

The amount of protein, fat or carbohydrate the item contains is graphically pictures by the length of the dash, and the figures denote the grams of each food or element. Such cards save the physician considerable oratory.

There are numerous "primers" or handbooks which offer guidance to the diabetic patient, but nothing that I have seen quite so simple yet scientific as the method introduced by Dr. Duffie. We shall give in another talk some of the practical points of the method.

QUESTIONS AND ANSWERS

Grimaces to Hear

About two years ago you told of some facial exercises, designed to retard the progress of deafness or improve the hearing. Can you describe the exercise again? (H. L. J. M. D.)

Answer—Before a mirror go through a series of facial grimaces such as a deaf person makes unconsciously when straining to hear, but exaggerate the grimacing. This should be done for a minute or two a day. Practice humming a good part of the time, especially to feel the vibration of the closed lips and the upper jaw. Practice singing ee-ee-ee-ee in a high nasal pitch.

Eggs and Asthma
Is it true that eggs are not good for a person with asthma? If so, why? (S. W.)

Answer—for most persons with asthma eggs are all right. A certain number of asthma cases are characterized by sensitization to eggs, and in such cases the eating of even the minutest quantity of eggs will precipitate a seizure.

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LOOKING BACKWARD

TWENTY-FIVE YEARS AGO

Wednesday, March 19, 1902

Between 12 and 15 members of the local lodge of Knights of Pythias were to go to Chicago the following day to attend a grand jubilee which was to be held at the Coliseum. A special train had been secured to take the Wisconsin Knights of Pythias to Milwaukee.

C. D. Thompson, state secretary of the Fawcett league, returned the previous night from La Crosse where he had been for several days on business connected with the state convention which was to be held there early in May.

Candidates for mayor, treasurer, assessor and justices of the peace were to be nominated at the Republican city convention at the court house the following Saturday afternoon. The caucuses of the several wards were to be held at 7 o'clock the following Friday evening.

President Samuel Plantz returned the previous night from Janesville, where he inspected a 321 acre farm which was recently given to Lawrence University by Mr. and Mrs. David Walsh. The farm was valued at \$10,000.

Mayor David Hammel and daughters, Mrs. Wirth and the Misses Gertrude and Celia Hammel were spending the day in Milwaukee.

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"China For Chinese" Is Shibboleth Of Far East

(This is another article by the Rev. S. G. Ruegg, formerly pastor of Congregational churches in Menasha and Clintonville, who is traveling around the world. Another article will follow in the near future.)

By S. G. RUEGG

Hong Kong — China is positively awakening to a national consciousness. This cannot be gainsaid. The military leaders may appear to oppose each other with each one vying for supremacy but they all absolutely agreed on one thing—no foreigners have any business on their soil when they smother and snuff out their political or economic life. Even the religious element representing Christianity has declared in no unmistakable terms that they are going to have a type of Christianity shaped according to Chinese mould and not according to the crude and often superstitious shibboleths or pass words of the western folks. The visitor may be bewildered in China by a thousand and one unintelligible things but the working and often brilliant intellect seems to have a supreme delight in simplicity not only of statement but of the reality of fact. It is that every intelligent Chinese patriot voices. The one articulate thing that is coming to the fore in every nook and corner of the vast empire is that China must be for the Chinese and that this land will take another four thousand years to say so long after many of our western civilizations have gone on the scrap heap because they as nations have simply lived as purring parasites.

Now in the problem as simple as the foregoing paragraph would indicate but it is at least the precipitate of the cauldron that is at white heat. The Chinese feel we are an august "bunch" of interlopers. We go out with high-falutin' phrases of brotherhood and service, we claim to be our brother's keeper but we really belong to cult of interlopers who are limited by a very distinct nationalistic boundary. We are nothing but self styled, self constituted censors and expect every Chinese man to adopt our standards, expect them to adopt our habits of Sunday laws and prohibition goaded with a ton of mutual concern and only an ounce of mutual respect. China is revolting against our philosophy of life; it is altogether too materialistic, altogether too mechanical. For example ecclesiasticism with a perfect organization is abhorrent to them; their Confucianism has taught that every man's dignity or "face" is to be preserved. Up to now nationalism has played a very little role; it is not sacred to Chinese as it is with us for we have spent rivers of blood defending it while to these folks who are only loyal to the family and still in the pastoral stage, our great enthusiasm is a hysteria. But they are being driven to it now. It is true their soldiers have no idea of fighting. We found them well dressed but fighting for pay and it is practically an everyday occurrence that small armies meet and bargain or buy each other off just rather than shed blood. They are a sort of decent lot of pacifists or decadent ones most of our military men would say because their whole ancient philosophy is against fighting. The soldier has never been a big man but the farmer has ranked first in the empire with maybe the philosopher, the thinker and the sage preceding him.

The Chinese people want to be let alone. The ever recurring motto now is the doing away with the exploiter, be he a moral, religious or economic exploiter. Get your old gun boats out of our rivers and harbors and keep at a reasonable distance. You cannot bluff us with your civilization any longer; you were never invited over here and you are money, drunk and you veneer it with your everlasting conquest of the forces of nature, you brag about it, you dream about it day and night and we know from watching you that you are more restless, more unhappy and more unstable than we are. The only reason we resort to some of the things you have is to beat you at your own game.

There are probably three views that are now current in dealing with China. They scintillate from one extreme to the other. One might be called the extreme British view which is decidedly political and economic and it is shared by some Americans and other foreigners. The second view might be termed the American view which is not so radical, is more altruistic and leaves toward a political solution with quite a keen edge of fair dealing. There are Brit'ers who hold this view with Americans. The extremist view from the political point of view is held by the Christian radicals who major on the keen edge of righteousness the religious term for justice and this is defended by the modernists in religion who claim it is time now to put into practice absolutely the teachings of Christ in relation to the eastern people and that no amount of religious cast of personal salvation and looking out for your own soul is going to go down the throats of the Chinese who are thoroughly awake even if they are not organized for government at present. France was fifty years in getting ready, America floundered for self government and it is seriously debated even yet whether we know how to govern some of our cities who sink so often into the morass of selfishness.

Let me give the British point of view. We had a chance to talk to a number of Brit'ers, lived with the health commissioner in Shanghai and interviewed some religious leaders among some men of high commercial standing with whom we had dealings. The extreme Brit'ers is all out of patience with China. He is frank to say that altruism is "bunk"; that the Open Door policy of Hay was wrong and had the nations gone in after the Boxer trouble and sliced off the provinces, England could have built and opened the vast interior. America could have sent her products and decency and health prosperity and wealth would have crowned China instead of leaving her as a sleeping giant snoring away the precious years without getting the perfumes and elixir of civilization.

The extreme British view is that China never has for four thousand years shown any aptitude whatever to govern herself; all her rulers have come into power by intrigue and barter. She has never developed any national sense beyond the rail fence of her own family life and she thinks

where in intelligent circles they acknowledge this fact. They are looking to us to do some steering without straining relationships. They will not have to walk so adroitly with us as with the British. An informant told me that he had reliable information about Hankow, that the Chinese deliberately planned a trap for the British. They absolutely expected the British to walk into it. It was simply that the British would fire and kill on some Chinese as they had done on the memorable May 30, 1925 in Shanghai and then they could go before the world with the goods in their hands.

The Britishers showed unusual restraint in the face of the mob; they laid their guns and spirited them away and came out of it conquerors from a political point of view and may be moral point of view too. This is more the American idea. The American point of view is to reduce the Anglo-Saxon idea of mere physical authority to a minimum. England possibly will follow the leadership of America on this. The Chinese expect this. They say in papers and in public that there is no need of having any scrap whatever, that they are ready to reimburse those who suffer from the hoodlum element and here and there some executions have gone on according to the morning papers where communists and looters were caught in their depredations.

We had a chance to speak to some of the military leaders among them the commander of one of our warships and he seemed to think that an amicable solution would follow. But there is a big "if". To use China is totally disorganized. What was once the president of the republic turns out to be nothing but a tenth rate mayor of a tenth rate town. Nobody knows who is who. Our government is trying to the thinnest vestige of power at Peaking hoping that it may be able to tide over things. Some time ago when the powers got their heads together to "make a block pavement" as the German admiral said in Milwaukee, they notified the leaders in China that it was necessary for them to give "concrete evidence of ability and willingness to enforce and respect the safety of foreigners." The commission that has been over here studying the tariff situation made elaborate reports as to what could be accomplished and the whole new arrangement provided that China would get immediately revenue amounting to \$90,000,000 in gold. But before anything definite could be laid out on this line the members from China on the commission had fled for there was a great quarrel as to what part of China should have the benefit of this increase.

It may be well to state here that the powers agreed on the uniform rate of 5 per cent on all incoming goods way back in the forties simply because so much graft and "squeezing" as the English say was practiced that no merchant ever knew when he would be infected with an economic itch of some official. China has developed no ethical sense and all traders including the Chinese are anxious for business to go out and they thoroughly appreciate English security, reliability confidence with the keeping of the word.

All throughout China this economic itch obtains. Every man has it in his palms, then it affects his pockets and above all his head. There is a reason. China is constantly dodging the fierce spectre of hunger. Its vast empire with teeming millions is being hounded by the spectre of poverty.

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NEW FASHIONS

A PAGE OF INTEREST TO WOMEN

BEAUTY HINTS

"Devil Bonnet" And "Black Bottom" Are Two Catchy Models Which Show Originality For Easter Headgear

CHICAGO — While the Lenten season imposes various forms of self-denial and fasting, it always allows for a little self-indulgence in millinery.

Breathes there a woman with vanity so dead who does not feel the urge in these 40 days before Easter to rise up and buy an Easter bonnet?

Assuming the answer to be a unanimous negative, we present an advance showing of Chicago's most up-to-the-second offerings.

For example, there is the "Devil Bonnet," a rakish, tight-fitting little affair, of Mephistophelian effect arranged by intriguing points, in the front, back and over the ears, lend the impression of sprouting horns.

Likewise there is the "Black Bottom" model, a chapeau named for the dance venue, crowned in black satin and stitched in silver thread. The brim is all black with a band of the soft peddler straw. Truly, one might wear this fetching head piece on any occasion.

R. H. Harvey, head of one of the largest wholesale millinery houses in the country, says that the season's headwear is to take on such striking effects as those represented by the "Black Bottom" and "Devil" models named.

SMALL HAT STAYS

Harvey believes that the small hat of last year is to stay with us in even more accentuated form and will take on a skull type shrinkage. The earring hat, a cousin to all that is smart and new this year, bears him out in that.

If you would be in style during 1927 it seems that your earnings must exceed a pug and rest not upon your ears nor hang from them. Earring during the coming season will be worn with the hat.

The earring hat appendage is of shiny black and red, ivory. These hang just below the brim and over each ear. Or, if one prefers, only one is worn. The whole is then topped off in a setting of black felt and padding straw in the latest Castilian red and, as Harvey, who is a mentor in such affairs, says, will represent the ultra-smart in the Easter season.

Lots O' Ribbons

Further dispositions that milady's new-born bonnets are evidencing is a strong leaning for a profusion of ribbons. Velvet ribbons are in great favor as well as ribbon cockades with a limestone pin of some odd shape.

Materials are many and have been sourced from a lavish hand to suit all tastes and what is more, most pocketbooks. The hand-crocheted crown, added as are a majority of the models, adds fair to win popularity.

Softness and pliability seem to be the great virtues that call for recognition and the prediction is made that only straw which ripples or droops will receive much favor.

RAMPANT COLOR

Colors run the whole gamut. There is the Athenian, a lovely rose shade, canary pink, coral blush and a wide variety of in-between pinks, Tiger-lily and a new make shade in peacock blue, monkey skin, hydrangea and saffron are some of the other selections.

And what is more, you may have in the color you wish with your hat and still have reason and room for black satins and felts. It will be a year of millinery liberality, so the style makers proclaim, with the mode-running to sparkle and a riot of dash that should please most everyone.

ETIQUETTE OF MOVIES IS GUIDE TO FILM LIFE

Hollywood, Cal.—A treatise on the etiquette of the movies is being prepared by Merwyn LeRoy, scenario writer with Colleen Moore. Here are some of the rules he lays down:

Never ask another actor what he is doing unless you know he is working. It is embarrassing for him to admit that he is "between pictures."

Never ask an actor about his wife, nor an actress about her husband, unless you have read the morning paper. Directors do not visit sets on which other directors are at work.

Three picture people, or partings, will go separate ways, in order that two will not be left to talk about the other.

FLAPPER FANNY SAYS—

It takes a lot of practice to kiss like an amateur.



THAT MEPHISTOPHELIAN EFFECT. (ABOVE, LEFT) A SKULL MODEL WITH SOFT SATIN BRIM (ABOVE, RIGHT) HAND MANUFACTURED, CROCHETED STRAW CROWN (BELOW, LEFT), AND EAR-RINGS ON THE BRIM.

THE TINYMITES

By H. Cochran



READ THE STORY, THEN COLOR THE PICTURE

THE Tinymites then said good-bye to Mary, with a long, long sigh. She'd been so very nice to them, they didn't want to leave. And, as she walked down the street, wee Scouty said, "Sheo sure is sweet, but now that she has really gone, there is no use to grieve."

They traveled fast upon their feet and followed Tom right down the street. And then they saw that someone else was close upon his heel. And, what excitement for the bunch. And, then, quite true to Scouty's hunch, the funny looking piglet in Tom's arm began to squeal.

A lesson then, poor Tom was taught, cause very shortly he was caught. The Tinytes felt real sorry, though they knew that he was wrong. To steal a thing is very bad. Tom found that out and felt real sad. And when the lad was taken home, the Tinytes went along.

(The Tinytes have a pig roast in the next story.)

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PLAY-WHAT IS IT?

BY OLIVE ROBERTS BARTON

A TEXAS woman, the wife of a hours until she is tired, she starts in and scrubs and cleans. The scrubbing and cleaning is her play. Any change is play, she maintains firmly. It also works the other way around. When she has swept and cleaned and sewed all day, she sits down and writes at night. Then the writing is her play because it is the change she needs.

A paradox, to be sure. Useless play indeed! Isn't all play useless? Isn't it supposed to be useless? Isn't that what it's for? To give us a rest?

She explains the paradox.

Bridge, she says, and making calls, and going to movies are useless play. When she has written for

Love Letters Of The Great

AS COMPILED BY DIANA RICE

PROSPER MERIMEE 1803-1870

Few men have kept the identity of their sweethearts as zealously as did Prosper Merimee, that cynical French essayist, whose letters to an unknown are held by many to be among the world's literary gems. That this unknown was an Englishwoman moving in brilliant society, who had ensnared the heart of the ironical, irreproachable Frenchman, was never supported by evidence.

No literary event since the war," said a prominent member of the French Chamber of Deputies, "has excited anything like such a sensation in Paris as the publication of the 'Letters to an unknown.' While Merimee's irony was by a contemporary, said to have been dry, wicked, astonishing and domineering, he softened it completely when writing these famous love letters. Towards the close of his life, two elderly Englishtown were often seen with him at his country-place near Paris. But to a curious world the identity of Merimee's fair unknown has ever remained a mystery.

PROSPER MERIMEE TO AN UNKNOWN

You shall never fall in love with me, do not fear. The consoling predictions which you make to me cannot be realized. The chances of death for me have increased this year. . . . You are an angel and a demon but more a demon than an angel. You call me a tempter. Dare to say that this word does not fit you better than me. Have you not thrown a bait to me, poor little fish; then now that you have me at the end of your hook, you make me dance between the sky and the water as long as you please.

When you are tired of the game, you will cut the thread; then the hook will be in my mouth, and I shall not

be able to find the fisherman. Adieu: I promise not to fall in love with you ever. I do not want to be in love, but I should like to have a feminine friend. pity me for I am sad and have a thousand reasons to be sad.

As your epistle is not very amiable—excuse my frankness—it has contributed somewhat to keep me in a sultry mood. I wanted to reply to you on Sunday, immediately and dryly. Immediately, because you had indirectly made a sort of reproach to me; and dryly because I was furious against you. I was disturbed at the first word of my letter, and this disturbance prevented me from writing to you. Thank the good Lord for this for the weather is fine today; my humor has become as much softened that I do not wish to write you any more save in a state of honey and sugar.

I shall not quarrel with you, therefore, about twenty or thirty passages of your last letter, which shocked me greatly, and which I am willing to forget. One passage of your letter alone made me laugh for ten minutes. You say, "short and sweet." You say you are engaged for life as you would say, "I am engaged for the quadrille." Very well. Apparently I have employed my time well in disputing with you on love, marriage, and that rest you are still at the point of believing or of saying that when one says, "Love" one loves. . . . Do you know that if your love were not promised, I should think impossible for you not to love me? How could you not love me, you that have made no promises to me since the first law of Nature is to hold in honor whatever has the air of an obligation. And in fact every obligation is both gone. In fine if I had less modesty, I should consider that you had promised your love to somebody, you will give it to me because you have promised me nothing.

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SAINT AND SINNER

By Anne Austin

Sorry, honey. I can't stay another minute."

She couldn't tell Cherry about the cripple, lest she arouse her hopes, only to dash them later. But she telephoned to Bob immediately.

"Hello, dear," she began breathlessly, when his beloved voice answered her. "I want you to do something for me. Find out all you can about Phil—know, I don't want to talk too freely over the phone. Had it occurred to you that he might have been hired to carry out another man's revenge?"

"Good Lord, why didn't I think of that?" Bob ejaculated. "I was going to call you anyway to tell you that the measurement of the footprint we found yesterday almost exactly fit those under Uncle Ralph's window."

"Be careful, Bob," Faith warned. "Somebody may be listening in. On, Bob! Please find out everything you can about this Phil person. Go to see him, but for heaven's sake don't give yourself away. Don't let him see you; if he did, he will recognize you as one of the family. Be awfully careful, Bob."

"I'll attend to her," Bob told him, stopping a moment to kiss the bald spot on his grizzled head.

She found Joy so ill and requiring so much attention that she had no time even to think of the crippled beggar. Sunday was a strenuous day of caring for the querulous, red-nosed and feverish little invalid, preparing dinner from the left-overs of the Christmas feast and paying a visit to Cherry in the jail. Because it was the holiday season, the warden and the matron winked at restrictions which permitted visitors only twice a week.

Faith found Cherry in gay mood. "One hundred and forty-one telegrams wishing me the best of luck in the coming trial," she sang out joyously as soon as she had greeted her sister. "And I've got more Christmas gifts than any other prisoner: eight dozen roses, eleven pots of poinsettias, five pairs of the sheerest black chiffon stockings! People are so good to us."

Faith scarcely heard the rest of her eager monologue, as a sudden thought flashed through her mind. What fools she and Bob had been, to be so easily discouraged! She broke ruthlessly into Cherry's gay little chronicle of her pell-mell Christmas.

"I've got to run, now darling. I'll bring two of your dresses to you Tuesday—the next visitors' day. No, I'm

a couple of hours with friends, then goes back to his office, often working until three in the morning. He wraps himself in a blanket and sleeps in his office sometimes. Quite often he does with four hours sleep. He is not young and he is not strong. He has a theory that resembles this work and play idea. Changes of occupation rests him and takes the place of sleep. It isn't a bad idea! Personally, I like movies and bridge and rides. I think it does me good to play useless."

But this idea of hustling into another job when I'm tired sounds sensible. I'm going to try it.

Fashion Plaques

SKYSCRAPER PILLOW

Order Blank for Margot Patterns. MARGOT, Care Appleton Post-Crescent, Appleton, Wis. Enclosed find 15c. Please send me the patterns listed below: Pattern No. Size Price
Name _____ Street _____ City _____ State _____

can have so many irons in the fire and do so much work in one day. Because they have learned this little secret of calling every change of occupation "play." Thomas Edison is an example of high powered achievement. He could do a dozen things well at apparently the same time.

A paradox, to be sure. Useless play indeed! Isn't all play useless? Isn't it supposed to be useless? Isn't that what it's for? To give us a rest?

She explains the paradox.

It takes a lot of practice to kiss like an amateur.

This painted pillow of modern design is the correct complement of the new "skyscraper" furniture."

EAST INDIAN GOAT PROVIDES HAIR FOR FABRIC THAT DOES NOT WRINKLE

BY WALTER J. BROOKE

NEW YORK.—A noteworthy fabric for spring topcoats has three highly desirable qualities. It provides warmth in the chilly mornings and evenings of the vernal days, leaves the wearer comfortably cool in the warm midday and, because of its unwrinkle weave, need never know the pressure of the tailor's heavy goos.

GOAT HAIR

It is cashmere, a cloth woven from the hair of the East Indian goat. As light, warm and wrinkle-proof as grandmother's shawl, it is as near the ideal topcoat material as man has yet devised.

WHEN UNSEASONABLE HEAT UNEXPECTEDLY FOLLOWS THE COOL SPRING MORNING

When unseasonable heat unexpectedly follows the cool spring morning, it may be carried on the air without discomfort. And when it drapes the figure in soft, easy lines. Should a shower come up, it will shed water better, perhaps, than any fabric artificially pretreated against the rain.

CONSERVATIVE LINES

Extraordinary as is the fabric, itself, many of the topcoats into which it has been fashioned are modelled along extremely conservative lines—in coats designed for wear in both town and country, for various purposes.

Summer's succession of spring does not handicap the topcoat's usefulness for it is an agreeable, comforting companion of late evening in the mountains, at the seashore, motoring or afloat. Smart enough to meet the requirements of the most fastidious person on the avenue, it slips with equal ease into the niche reserved for topcoats upon sporting and other outdoor occasions.

ATTRACTIVE MODELS

In one of its best conceptions, this coat is a three-button, single-breasted model with patch pockets. A plain box coat on a raglan shoulder model are equally good and even the double-breasted affair, with light buttons, has its place. The raglan shoulder, in recent seasons has become popular among men, who are sharp observers of the trend of continental and domestic fashion.

The box model is a straight-hanging garment; the raglan is slightly skirted.

Shades that will be featured this spring are oxford gray, blue, oxford brown, beaver, natural camel, and light tan checks. The raglan, particularly, looks well in a brown or light tan check.

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A KASHMIR TOPCOAT, DOUBLE-BREASTED, WITH PEARL BUTTONS, WORN BY HENRY CABOT LODGE, NEPHEW OF THE LATE MASSACHUSETTS STATESMAN.

Women's Hygienic Mistakes

Being Ended—New way discards like tissue

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cripple, lest she arouse her hopes, only to dash them later. But she telephoned to Bob immediately.

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PARTIES

SOCIAL AND CLUB ACTIVITIES

MUSIC

Costumes To Be Displayed At Concert

More than 50 persons will be dressed in old time costumes in the procession to be given at the old folks concert, a pageant of the ages, at 8 o'clock Wednesday night at First Congregational church. The pageant will be given under auspices of circle No. 2 of the Womans association of the church. Mrs. E. Dunn is captain of the group. She will be assisted by Mrs. T. E. Orson.

Mrs. Lucy Reeve is chairman of the costume committee and has secured some elaborate costumes which will show a great deal of contrast in styles from the early period to the present time. Miss Eleanor Strickland of Appleton Womans club had charge of the training the young people in the minutiae; Mrs. Mark Catlin had charge of posing the pictures and Mrs. Earl Miller, chairman of the committee on the sale of tickets. Mrs. Ralph Watts, Mrs. Emil Voeks and Miss Eleanor Voeks have charge of instrumental music for the evening.

Among those who are to appear in costume are Mrs. Fox and Mrs. Loose, Mr. and Mrs. T. E. Orson, Mr. and Mrs. Carl Waterman, Miss Frampton, Robert Eade, Mrs. Dutcher, Miss Ileen Dutcher, Mrs. Miller, Mrs. F. Bendt, Mrs. Coates, William Meyer, Harry Leith, Mrs. W. H. Dean, Mr. and Mrs. H. Heible, Carl Packard, Mr. and Mrs. E. Dunn, Miss Hazel M. Conn, Mr. and Mrs. F. Younger, Miss Jessie Small, Mr. Wright, Mr. Walsh, Miss Hyde, Mrs. L. Horton, Robert Mitchell, Mr. and Mrs. Mark Catlin, Jr., Miss Rosemary Bandy, Mrs. Nita Erincly, Mrs. Charles Reinecke, Mary Reinecke, Goldie Spaulding, Janette Spaulding, Maxine Goeres, Mary Young, Ruth Orson, Elizabeth Catlin, Thomas Catlin, Doris Brinckley, Geraldine Schmidt, Mrs. Watts, Mrs. E. Voeks, Miss Eleanor Voeks, Mrs. R. Getschow.

The program:

Processional,
"Jingle Bells" Chorus
Elder William Brewster and Wife Elmer Dunn and Mrs. Lacey Horton
Quartette "Church in the Wildwood" Hi-T Quartette
"Long, Long Ago" Chorus John Alden and Priscilla Mr. Wright
Chorus "Love's Old Sweet Song" "Here Alone I Sit, Spin" Mrs. Horton
" Mrs. Horton
George and Martha Washington Carl Packard and Rosemary Bandy
Chorus and Audience "America" "Last Night the Nightingale Woke Me" Mrs. W. H. Dean
Alexander Hamilton and Wife Mr. and Mrs. Heible
Solo, "The Last Rose of Summer" Mrs. Carl Waterman
Piano solo, "The Music Box" Mrs. Ralph Watts
"Minuet" By Mozart
Ladies— Gents
Goldie Spaulding Jeanette Spaulding
Elizabeth Catlin Geraldine Schmidt
Mary Young Maxine Goeres
Ruth Orson Mary Voeks
Solo, "The Sweetest Story"
"
Mrs. Fred Bendt
Uncle Sam and Columbia
Mark Catlin, Jr. and Romona Fox
Solo, "Song of a Thousand Years" Mr. Welsh
Solo, "The But a Faded Flower" Robert Mitchell
Dolly Madison Mrs. John Wilson
Duet, "Flow Gently Sweet Afton" Mr. Brinckley and Mrs. Reinecke
Solo, "Oh, Don't You Remember Sweet Alice, Ben Bolt" Mrs. Miller
Lincoln and his family
Mark Catlin and Family
Chorus "The Battle Cry of Freedom" Solo, "Meet Me By Moonlight Alone" Carl Waterman
Quartette "Cousin Jedidiah" Quartette representing Lawrence College in the early fifties
Mark Catlin, Jr., Robert Eade, Robert Mitchell, William Meyer
Chorus "Auld Lang Syne"
Recessional
MEMBERS WILL SUBSCRIBE TO BUDGET AT MEET

Subscriptions to the budget of Memorial Presbyterian church for the coming church year which will commence April 1, will be made at the meeting following a picnic supper at 6:30 Thursday evening at the church. The supper will be served to members of the church and congregation. Those who are not present at the meeting will be visited in their homes by members of the committee, which will have charge of the annual every-member campaign on Sunday afternoon, March 20.

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THE ANSWERS

Here are the answers to "Now You Ask One" for today, which is printed on page 9.

1—Een.
2—"For Ourselves."
3—Belfast.
4—Scotch.
5—Killarny.
6—Emmet.
7—Cork.
8—By the legs or feet.
9—Ulster, Munster, Leinster and Connacht.
10—Michael Collins.

NOTICE

The Annual Town Caucus of the Town of Grand Chute will be held in the Town Hall Monday, March 27, 1927 at 2 P. M. by Order of Caucus Committee.

Henry Gueff
Henry Glasman
Robert Scheibe.

adv.

CHURCH SOCIETIES

MEMBER DRIVE STARTED AT F. R. A. MEET

Company A of the Social union of First Methodist church will meet at the home of Mrs. O. R. Kiechin, 808 E. Hancock-st, at 2 o'clock Thursday afternoon. Miss Ada Myers is captain of the circle.

Mrs. L. Holman will be hostess to Company D of the Social union of the First Methodist church at her home at 729 W. Summer-st at 2:30 Thursday afternoon. Mrs. J. L. Forbes is captain of the circle.

A Lenten lecture will be given by Dr. H. E. Peabody, pastor of First Congregational church at 7:30 Thursday evening at the church. It will be one of a series on the subject The Inner Life of the Christian. The specific topic has not been announced.

An April Fool's party will be given by the Friendship class of the First Methodist church for members and their wives Friday evening, April 1. Definite plans for the affair have not been made. A party program will be arranged by Fred Frezise and a committee.

The Easter program of the Sunday school of the First Methodist church was discussed at the regular meeting of the Sunday school board Tuesday evening at the church. Each department will plan its own program for the morning services and a pageant will be presented in the evening for the entire congregation and school.

The boys work committee met with men teachers of the junior and junior high school departments to perfect plans for class clubs to be started among the boys.

Circle No. 9 of the Womans association of First Congregational church was entertained at a St. Patrick party Tuesday evening at the home of Otto Thlesienhausen, captain, 235 E. Washington-st. Games were played and the prize was won by Mrs. Frank Hammer. Assistant hostesses were Mrs. A. Hinckley, Mrs. D. Sharpe, Mrs. Doris Hager and Miss Hilda Hettinger.

The Missionary society of St. Mary will meet at 2 o'clock Friday afternoon at the home of Mrs. P. J. Vaughn, 609 S. State-st. The afternoon will be spent in sewing on missionary articles.

The regular business meetings of the Senior and Intermediate Christian Endeavor societies of Emanuel Evangelical church was held Tuesday evening at the church. After the business meetings, the two societies joined for a social gathering. About 30 young people were present.

Mrs. Bert Harwood was hostess to St. Agnes guild of All Saints church Tuesday afternoon at the home of Mrs. Henry S. Gately, 116 N. Drew-st. The afternoon was spent mending choir vestments. Plans were completed for the cake sale to be held on Saturday evening at Voigt drug store.

A missionary letter from China was read by Mrs. H. E. Peabody at the meeting of circle No. 11, of the Womans association of the First Congregational church Tuesday afternoon at the home of Mrs. J. S. Reeve, 212 N. Green Bay-st. She also read the introduction to Bruce Barton's book "The Man Nobody Knows" and advised the women to finish the book by themselves.

Assisting hostesses were Mrs. R. S. Mitchell, and Mrs. F. G. Wheeler. Mrs. H. J. Behnke is captain of the group.

Mark Catlin and Family
Chorus "The Battle Cry of Freedom" Solo, "Meet Me By Moonlight Alone" Carl Waterman
Quartette "Cousin Jedidiah" Quartette representing Lawrence College in the early fifties
Mark Catlin, Jr., Robert Eade, Robert Mitchell, William Meyer
Chorus "Auld Lang Syne"
Recessional
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Men and women members of Fraternal Reserve association will compete in a membership campaign which started at the meeting Tuesday night in Gil Myse hall and will continue for three months. A. J. Caldwell of Oshkosh, supreme manager, was in charge of starting the drive. The men's team will be captained by A. E. Patterson and Mrs. Leon Kraft will lead the women. At the end of the drive, supper was served to more than 100 student guests and their business and professional women hostesses.

In her inspirational speech, Miss M. Medora Roskilly, industrial secretary of the Racine Y. W. C. A. emphasized the necessity of right thinking if one would succeed, not in the money sense but in the broader sense of achieving a life of service well done for humanity. She traced the path of life from right thoughts to right actions, from right actions to right habits and from right habits to noble character.

Miss Roskilly told the girls that an industrial group of girls in Racine had discussed this matter of character and reputation and they had come to the conclusion that character was what God and the individual knew were in her heart, while reputation was what other people thought of the individual. She urged the girls, as the business women of tomorrow, to give much to others in service because each person's life was a reflection of what was in her heart. A life of love of humanity and, therefore, service to humanity was always success, she reminded them, no matter how much or how little of material goods that life brought.

Miss Grace Kelly of the Schuster stores in Milwaukee talked on the enlarged field of activity in department stores of today as compared with those of a few years ago. She used advertisements from "Ladies Home Journal" to show the new emphasis on beauty and loveliness and related these selling points to the increased job of the salespeople. She said that in many of the bigger stores less than one third of the employees are salespeople; the rest take care of the things which go on "back stage" and all of this activity is keyed to service to the customer.

"If you are not certain what you want to do, chose your employer carefully and he will help you to find your field," Miss Kelly advised. I was talking to a paper mill man of the Fox River Valley not long ago who said: "Twenty years ago I thought that I could not pay attention to my workers and make money. Today I know that I cannot make money unless I treat each employee

Twenty-two teachers and officers of the Sunday school of Memorial Presbyterian church were served at the supper at 6 o'clock Tuesday evening at the church. Final preparations were made for the Easter program. Dr. John R. Denyes of Lawrence college discussed the Evolution of Religion. The committee in charge of the supper consisted of Mrs. Virgil E. Scott, Mrs. H. K. Pratt and Miss Ruth McCanna.

The Christian Endeavor society of Memorial Presbyterian church will be entertained at a supper at 6 o'clock Saturday evening at the church. Election of officers for the coming church year starts April 1, will take place following the supper.

The Ladies Missionary society of First English Lutheran church will meet at 2:15 Thursday afternoon at the home of Mrs. J. S. Reeve, 212 N. Green Bay-st. She also read the introduction to Bruce Barton's book "The Man Nobody Knows" and advised the women to finish the book by themselves.

Assisting hostesses were Mrs. R. S. Mitchell, and Mrs. F. G. Wheeler. Mrs. H. J. Behnke is captain of the group.

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Hard Work Necessary For Success, Girls Are Told

as an individual." He is the sort of man who will help you to find your life work."

Mrs. Emma White Courtney, chairman of the state beauty shop examiners and owners of three beauty shops, talked on the work in beauty culture. Mrs. Courtney explained laws which have been passed to protect the patrons and the operators and urged the girls not to try to take up beauty culture to practice in their homes because that method is frowned upon by state and operators alike.

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WAUPACA COUNTY

NEW LONDON-CLINTONVILLE-WAUPACA

NEARBY TOWNS

CLINTONVILLE FIVE IN FOURTH PLACE IN TOURNAMENT AT SHAWANO

Team Is Awarded Banner for Appearance — Laona Winner of Tournament

Special To Post-Crescent Clintonville — The Clintonville high school cagers were pushed into fourth place in the Shawano district tournament by losing to Gillett 13 to 8 in the game Saturday night. The Clintonville team was awarded the appearance banner at the close of the tournament. First place in the Shawano district tournament went to Laona; second to Oconto, and third to Gillett. Prospects are good in the local high school for a strong contending team next year.

Anita Leubke entertained two tables of bridge at her home Saturday evening. Decorations were in honor of St. Patrick's day. Prizes in bridge went to Ade Benzler, high, and Doris Kieberg, low. The guests were Alvira Kawalsky, De Vera Bohman, Mildred Novotny, Irene Dodge, Doris Kieberg, Ade Benzler, Magdalene Bohr, and Myra Neulke.

A St. Patrick's party was held Monday evening, at the I. O. O. F. hall for the Rotarians and their families. A sum of \$50 was voted by the division of the Dorcas society to the Methodist church treasury Monday afternoon. Plans were made for a doughnut sale to be held next Saturday and plans were made for a rummage sale, to be held in the near future.

The missionary society of the Congregational church will meet at the home of Mrs. Herbert Bove, Thursday afternoon.

Mrs. W. A. Oien has extended invitations to the wives of the office force of the F. W. D. for a St. Patrick's day party to be held Thursday afternoon at her home.

Mr. and Mrs. C. B. Peuter and son John, Mr. and Mrs. Samuel Pennington and sons Parker and Harold, and Miss Marjorie Stanley, all of New London, were dinner guests at the C. B. Stanley home Friday evening.

Mr. and Mrs. Reuben Lendvay and son Ralph, are spending a few days visiting relatives in Milwaukee.

Mrs. H. A. Dodge returned home Friday from a trip to Florida where she had been visiting her daughter.

Carl Folkman spent several days in the latter part of the week at Milwaukee with relatives and friends.

Mrs. Paul Hahn and son Paul Jr., were visitors in this city Monday.

Walter Melzer of Milwaukee, spent the weekend with relatives and friends in this city.

William Coyle of Milwaukee, was a weekend visitor in this city with friends.

Pete Brain of Tigerton, visited with friends here on Monday.

Gale Sherdore returned to this city on Friday of last week after spending about a week in that place on business in the interest of the local F. W. D. Auto company.

Mr. Laabs of Superior, is visiting at the home of his brother, William Laabs, Sr., in this city.

Mrs. E. J. Perkins, Mrs. George Laabs, Mrs. H. Matucha, and Mrs. George Laabs attended the style show in Oshkosh on Friday of last week.

Mr. and Mrs. Karl Kriesser and daughter Ruth spent the weekend at the home of Mrs. Gust Ruth in this city.

Edwards and son of Marion, were business visitors in this city on Tuesday.

A daughter was born to Mr. and Mrs. Henry Knut on March 14. Mr. and Mrs. Knut are now the parents of two daughters and eight sons.

Seth Allen of Embarrass, was a business caller in this city on Tuesday.

Mrs. John F. Bohman attended the funeral of her aunt, Mrs. Minnie Russel, at Marion on Wednesday.

ROAD HOG CRASHES INTO CAR NEAR STEVENS POINT

Special to Post-Crescent New London — William Randall of Oshkosh, Herbert Poppy, and Walter Cornwall of this city, were on their way to Menominee Sunday afternoon, where they are engaged in the construction of an electric light line. Mr. Randall was deviating the touring car in which they were riding. When they had just passed St. Paul's a large sedan leaped up before them, approaching at high rate of speed and monopolizing the entire road. Mr. Randall drove off the concrete and was finally forced into the ditch by the approaching car, according to a statement of the men. But even this did not give the speed sufficient room for the crash into the touring car, ripping off the left fender and running board and badly shaking up the occupants of the car. The sedan also received a badly damaged fender and running board. Fortunately no one was injured. The driver sped away before his license number could be obtained.

BEG PARDON

Special to Post-Crescent New London — In backing his car from the Smith garage, North Water-st, on Saturday evening, Alvin Korth, son of William Korth of this city, ran into William Dord, of Lebanon, knocking him to the pavement. Mr. Korth sounded his horn, it is reported, but the man on the pavement failed to hear the signal. M. Dord was taken to the office of a physician for examination, and though suffering from several bruises was found to have no bones broken. Korth's is one of the Post-Crescent stories of the day. Mr. Smith was driving the car which ran over the man. This was an error.

FIVE GENERATIONS AT BIRTHDAY PARTY AT DAN M'FAUL HOME

New London — Five generations gathered Sunday afternoon at the home of Dan McFaul, Wolf River-ave, in celebration of his seventy-first birthday anniversary. Those included in the group were Ira Turney, 83, one of New London's surviving veterans of the Civil war, and a life long resident of this community; Dan McFaul, his step son, who at his advanced age is still actively engaged in his trade of painting and paper hanging; Mrs. Otto Fisher, who is a grandmother at the age of 42; her son Elwood, and his infant son, Robert.

The afternoon was spent at cards with a family dinner served later in the day. Those present were Mr. and Mrs. Martin Macleffice, Mr. and Mrs. Elwood Fisher, and Miss Dora McFaul of Menasha; Mr. and Mrs. Ernest Knapp, Clintonville; Mr. and Mrs. Milo Smith, Mr. and Mrs. Otto Fisher, Miss Fay McFaul, Lansing McFaul, Ira McFaul and family, Mr. and Mrs. Myrl McFaul and family, Miss Ruby McFaul, and Ira Turney.

COUNCIL HOLDS BIDS OPEN FOR NEXT WEEK

Fail to Award Contract on Power Shovel; to Buy Interference Detector

Special to Post-Crescent

New London — The regular meeting of the city council was held in the council chamber Tuesday evening.

Mayor E. W. Wendlandt presiding.

All bids for the gasoline push shovel

and the bids for the new electric poles were left open.

The superintendent of the city light plant, Ray Thomas is instructed to buy a radio interference detector.

City Clerk C. J. Thompson was authorized to advertise at the office of a physician.

Although the outer portion was severely bruised, the inner ear was not injured, it is reported.

Spring Fashions Lure Clothes Line Marauder

New London — In spring a man's fancy sometimes turns to other things besides love. This was brought out on Monday evening on the north side when a man was seen engaged in replenishing his spring supply of wearing apparel from the wash lines at the Rice residence on Shawano-st. The thoughtful, though none too careful person, believed to be a north side resident, watching the spring fashions with one eye and the Monday morning wash lines with the other, started on a self-conducted tour of shopping for just the right touches to be added to his wardrobe.

The man selected two shirts. Then he took a pair of socks, found them of the wrong gender and reached for an-

TWO MEN INJURED IN NEW LONDON ACCIDENTS

Special to Post-Crescent

New London — Whilst Edward Besaw was working in the wood yard of the Hatton Lumber company Tuesday, a log slipped from a pile and fell on his right hand. Four fingers were badly crushed.

The same day a similar accident occurred in the log yard of the American Plywood company, when Tom Hutchinson, teamster for the company, slipped from a log, striking his ear on another log. His injury was dressed at the office of a physician. Although the outer portion was severely bruised, the inner ear was not injured, it is reported.

NEW LONDON PERSONALS

Special to Post-Crescent

New London — Mrs. Herbert Poppy

is spending the week in the Sam Poppy home at Mukka.

Mrs. Oscar Rickaby of Northport, was a guest in the home of Mr. and Mrs. Wallace Cornwall on Monday.

Albert Flinger left Monday for Milwaukee where he will spend several days on business.

A number of property owners were present to register complaints in regard to the poor condition of streets in various sections of the city. Special stress was placed upon W. Quincy and Division-sts.

NEW LONDON SOCIETY

Special to Post-Crescent

New London — Members of the second group of the Catholic Woman's club entertained the skat players of this city at an evening of cards at Parish hall Monday. Eight tables were in play.

The Culvert club was entertained at the home of Mrs. George Ruppel Tuesday afternoon. Mrs. Rudd Smith, a guest of the club, was awarded the prize for high score. The next meeting will be held Tuesday March 22.

Mrs. Carlton Reuter being hostess.

HIGH SCHOOL ANNUAL IS NEARLY READY FOR PRESS

New London — The Classmate, high school annual, is nearly ready for the press. All engraving is being worked upon and articles have been handed in. About 250 copies of this annual have been subscribed for in the school, with the alumni still to be accounted for.

TYPEWRITING CLASSES PREPARING FOR TESTS

New London — Students of the high school typewriting classes are preparing for tests which will be held in March. Tests require the students to type 25 words a minute in order to receive a certificate, and 40 words with not more than seven errors to gain a silver pin. These prizes are awarded by the Remington Typewriter company. The Underwood company awards certificates and bronze pins to those students writing at least 39 and 49 words, respectively.

CARL MASON SPEAKER AT ROTARY CLUB MEET

Special to Post-Crescent

New London — Carl Mason, who during the passed two years has traveled very extensively through the west was speaker at the regular noon day meeting of the Rotary club held at the Elwood hotel Monday. Mr. Mason spoke particularly on the development of the west and opportunities and accommodations for tourists while enroute.

The weekly meeting of the Lions club was held at the Elwood hotel Tuesday noon. The meeting was devoted chiefly to business discussion.

Short talks were given by Rev. V. W. Bell, M. C. Trayser and G. H. Putnam.

Miss Helen Abrams was hostess at a 6:30 dinner to sixteen friends at her home on Beacon-ave, Monday evening in honor of her birthday anniversary.

The rooms and tables, decorated in green, suggestive of St. Patrick's day. The game of hearts furnished the evening's entertainment. Miss Marjory Baug winning first prize and Miss Helen Spurr, consolation.

George Lea is confined to his home with an attack of bronchitis.

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Mrs. E. H. Ramm has issued invit-

ations for a lavender tea to be held

at her home on Thursday March 17.

Tea will be served at 5:30 and the even-

ing spent at bridge.

H. S. BAND TO PLAY IRISH MELODIES IN PROGRAM

New London — The New London high school band, directed by its leader and instructor Alfred Schumann, will play Irish melodies at the program sponsored by the second group of the Catholic Women's club at parish hall on St. Patrick's day.

The remainder of the program are

as follows.

Introductory remarks, Rev. Kolbe

chorus, Killarney, choir; Irish Jig El-

wood Lutsey; reading, James M.

Golden; solo, "Come back to Erin,"

Mrs. Ross Kischer, talk selected,

William J. Butler; solo, "The Little Irish Girl," Mrs. E. C. Zillmer; Irish jokes,

Floyd Hurley; solo dance, Ruth Han-

son; Irish hit pupils of Mrs. Lawrence

Wilson; reading, James M. Golden

America, audience, accompanied by

high school band.

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the day. Mr. Smith was driving the car

which ran over the man. This was an

error.

advt.

STAGE
And
SCREEN

"LET IT RAIN" TAKES DOUG MCLEAN INTO MARINE CORPS
"Let It Rain," Douglas MacLean's latest Paramount comedy, takes the lad with the million dollar smile from Africa's jungles (remember "Hold That Lion?") and places him aboard one of Uncle Sam's ships as a United States Marine. Strange as it may seem, the title really has a bearing on the story.

Doug is introduced as a happy-go-lucky devil-dog who just doesn't give a darn about anything. If the sun shines, that's fine; if it's so foggy one can't see two feet in front of him stay indoors; and if the rain starts falling, why—let it rain! So, his pals nickname him "Let-It-Rain" Riley.

Oh yes, there's a girl. In fact, she's a very nice girl. You've seen her before—Shirley Mason. "It" happens when Shirley comes aboard one day and Doug falls for her. He falls for her both figuratively and literally.

NEW BELLE BENNETT-FOX FILM
DIRECTED BY SCHERTZINGER
AMONG SEASON'S BEST

An intensely dramatic story. A glittering cast, headed by an actress who is in a class by herself. Direction by an artist who knows few equals. This just about describes "The Lily," Fox's remarkable screen version of David Belasco's outstanding stage success of the same name, which opened a two day engagement at the New Bijou Theatre to-day. When the season's best photoplays



Spring Opening New, Attractive, Worthwhile GIFTS

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JEWELERS HYDE'S OPTOMETRISTS
Quality Jewelry Glasses for Better Vision

For the Utmost
in
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JOHN HAUG
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BARBER
WORK
Try the
Hotel Conway
Barber Shop

KEYS
For Every
Kind of Lock

Groth's

**Bow
Hat**

High Tam Crown trimmed
with flowers and ribbon bow
in front. Very new.

\$5
Flower Hats
We mean Hats trimmed
with flowers both on side
and front.

\$5
Other New Hats
\$7.50 and \$10
Matron's Hats
\$2.95, \$3.95,
\$5 and up

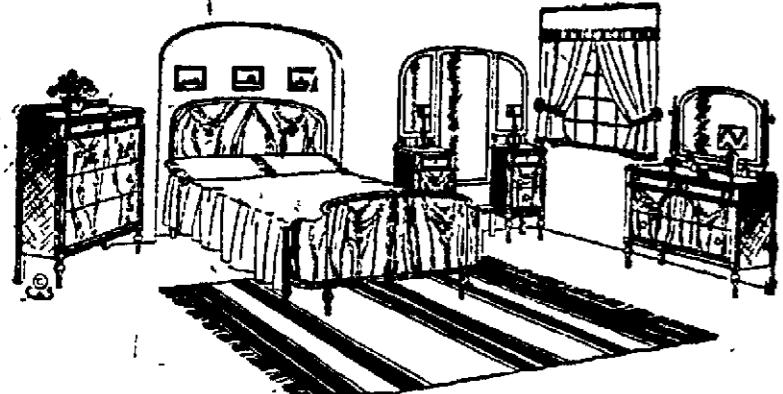
Stronger Warner Co.

READ THE
WANT ADS

NEWSPAPER ARCHIVE

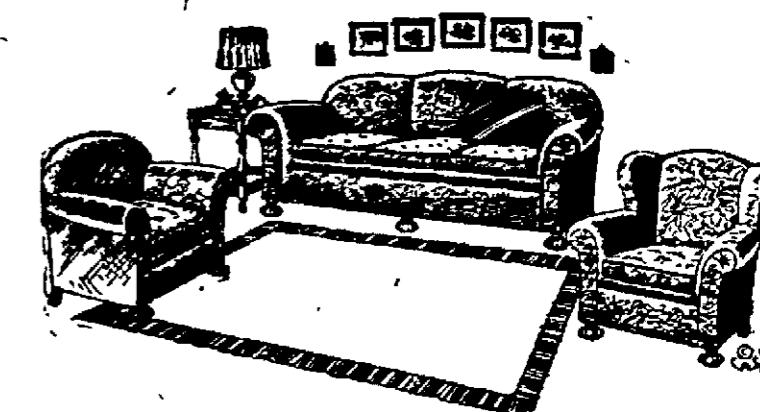
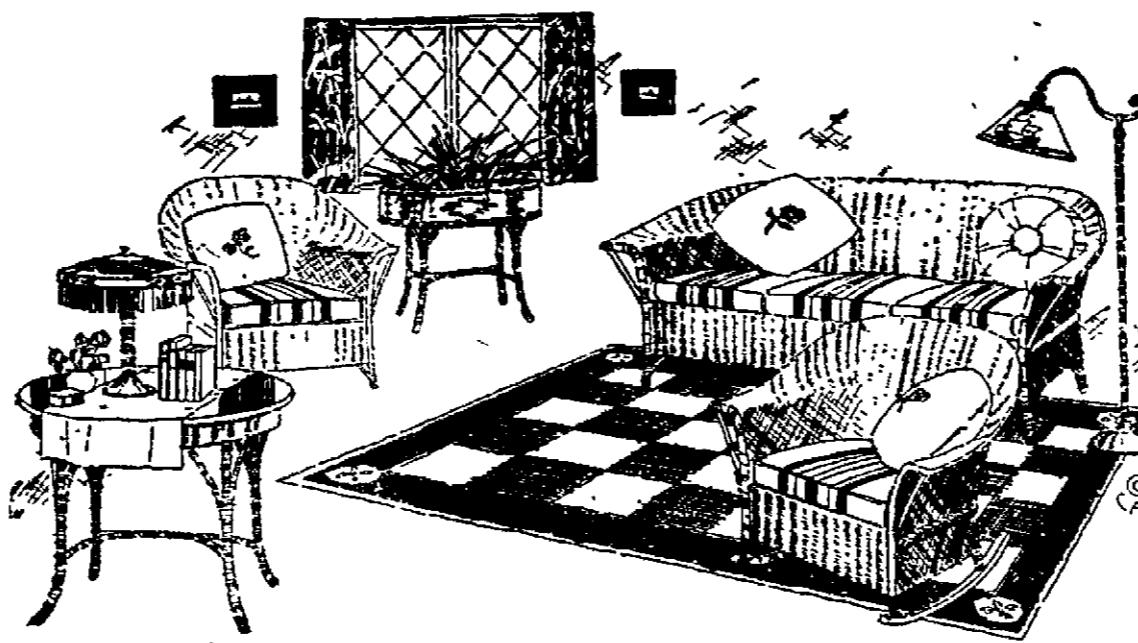
The Wichmann Furniture Co.

IS IN READINESS TO TAKE CARE OF YOUR HOME NEEDS FOR SPRING AND SUMMER



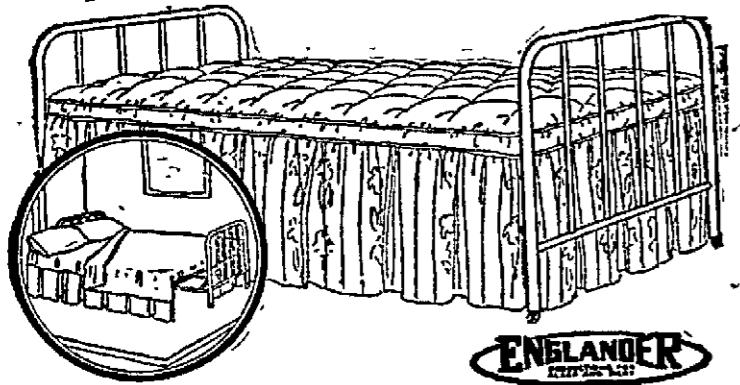
BEDROOM SUITES

3 piece Walnut Veneered Bedroom Suite. The beauty of this suite and the sturdy manner in which it is constructed will quickly convince you that it is an unbeatable value. Full size bow end bed, a 48 inch dresser with large mirror and a chest of drawers. Priced Very Low. \$91.25.



LIVING ROOM

3 piece Mohair Living Room Suite. This suite is an exceptional value, graceful lines, finest construction, web bottoms, carved wood frame in highlighted finish. Reversible cushions, spring filled. Specially priced at \$290.00.

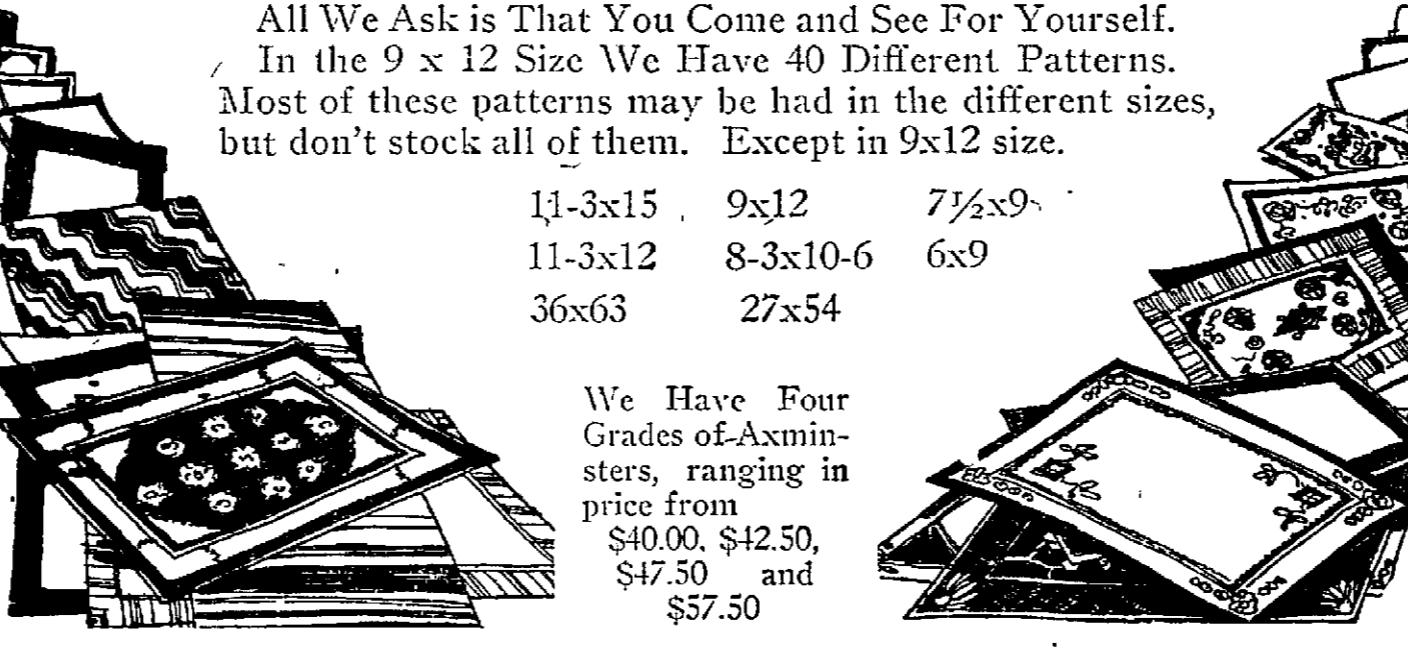


ENGLANDER DOUBLE-DA-BED

A quality double day bed at this price is truly an economical purchase. For this is the famous ENGLANDER sag-proof and rust-proof spring, and complete with fine mattress and beautiful cretonne covering.

Specially Priced at \$28.75

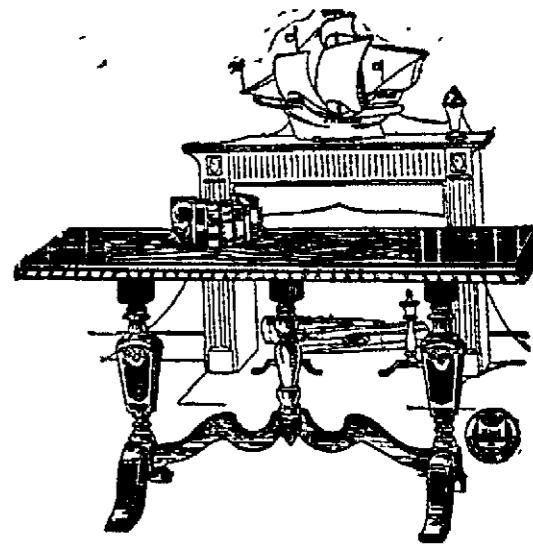
The Patterns and Colorings in Our Axminster Rugs Are Wonderful This Spring



All We Ask is That You Come and See For Yourself. In the 9 x 12 Size We Have 40 Different Patterns. Most of these patterns may be had in the different sizes, but don't stock all of them. Except in 9x12 size.

11-3x15	9x12	7 1/2x9
11-3x12	8-3x10-6	6x9
36x63	27x54	

We Have Four Grades of Axminster, ranging in price from \$40.00, \$42.50, \$47.50 and \$57.50



A STRIKING DESIGN

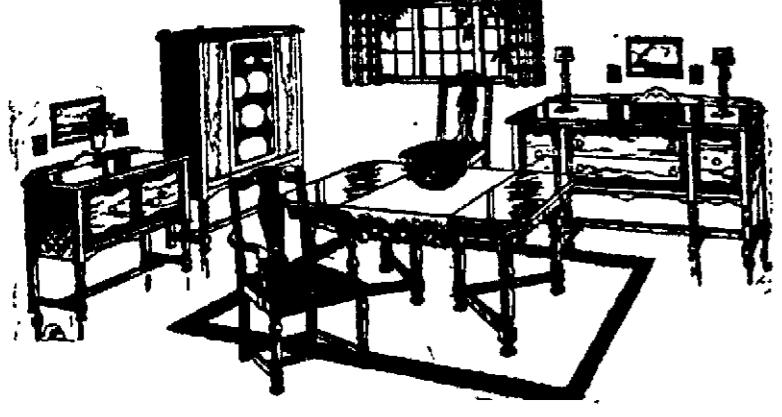
This striking design is an example of the excellency of Kiel tables. Massive, deeply carved legs support a beautifully matched top of genuine butt walnut. The material, workmanship and finish are all strictly KIEL Quality. Priced \$37.75.

THEY ARE HERE! Lloyd Loom Carriages



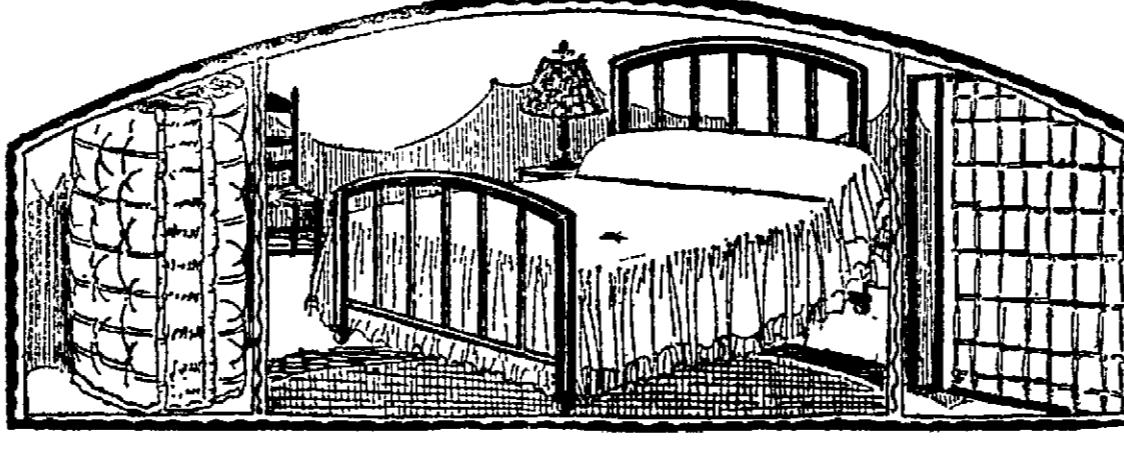
Lloyd Loom Carriages are spirally woven into a graceful bowl shape, without seams, corners or pieced short ends. They have steel-hearted upright stakes to give strength to the wicker fabric.

Price \$22.50 up



DINING ROOM SUITES

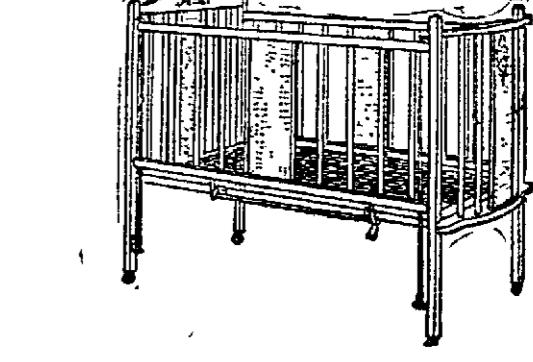
8 piece Dining Room Suite in genuine walnut veneer. A 60" buffet with four legs in front. An oblong table with 6 ft. extension, a host chair and 5 side chairs covered in tapestry. Finished very fine in a shaded walnut. 8 pieces \$140.00.



Five Piece Bed Outfit for **\$27.25**

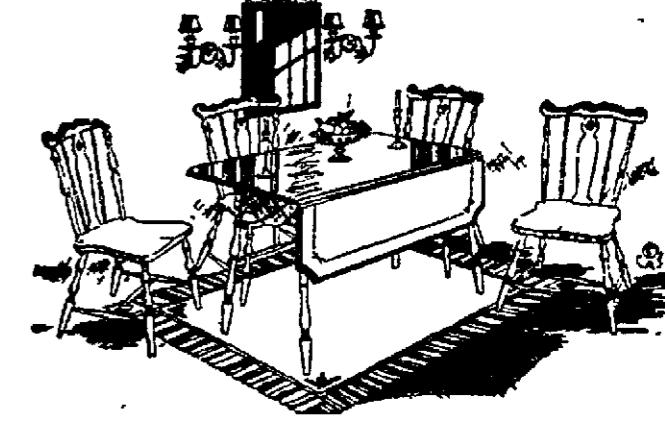
A complete Bed Outfit, consisting of a full size Walnut finish Steel Bed with cane panel and 2 inch continuous posts and 1 inch fillers. A 50 pound all cotton mattress covered in a durable art ticking. An all steel rustproof link fabric spring that is guaranteed not to sag and a pair of feather pillows.

When in Our Store Ask to See Our Sealy Line of Tuftless Mattresses, Box Springs and Coil Springs



CRIBS

Beautiful bow end Crib finished in ivory with steel cone panels and medallion figure complete with spring and furnished with the famous Storkline line kick plate. Priced at \$18.75.



BREAKFAST SUITES

Solid Oak Breakfast Suites in beautiful stain finishes and hand decorated designs, finished in a waterproof lacquer that will stand more abuse than a varnish finish. Priced \$28.75 up.

Enamel Breakfast Suites that are absolutely guaranteed against chipping with a five ply top that will not warp and chairs that are guaranteed not to fall apart. Made by the G. I. Sellers & Sons, Elwood, Ind. Priced at \$35.00.

WICHMANN
Furniture Company

The Largest Exclusive Furniture Store North of Milwaukee

WICHMANN
Furniture Company

**NAME 24 FRESHMEN
ON HONOR ROLL AT
LAWRENCE COLLEGE**

**Four Appleton Students Are
Honored by Making High
Grades First Semester**

Twenty-four students in the freshman class at Lawrence college have been named on the honor roll by Prof. R. C. Mullinix, dean of freshman. Four Appleton students, Miss Helen Gilman, Miss Betty Post, Walter Voecks and Miss Ora Zuehlke, are included. "In accordance with the rules of the college, honors are awarded each year to students who have attained an average of 88 or more. For the first semester there were 24 freshmen who carried from 15 to 17 hours of work and made average grades ranging between 88 and 92," the dean stated.

"On account of the difference in the number of hours of work taken, and for other reasons, it is not possible to announce who of these stands first for having made the largest achievement. All things taken into account, the race for first place is between two boys and two girls, Miss Kathryn Hubbard, of West Allis, Francis Nemacheck of Bessemer, Mich., Stanley Norton of Ludington, Mich., and Miss Beatrice Siedschlag of Randolph," he concluded.

Others in the list of honor students were: Karin Blom of Michigan City, Ind.; Leora Calkins of Shawano, Emma Diskroeger of West Salem, Ellsworth Ellingson of Menasha, Irma-garde Faber of Milwaukee, Marion Jaeger of Winona, Helen Jones of Menasha, Eleonore Lea of Elmen, Ill., Arthur Lea of Houghton, Mich., Alice Nichols of Calumet, Mich., Rox-yanna Patterson of Evansville, Pearl Seybold of Randolph, Helen Bergman of Shawano, Marjorie Eberlein of South Milwaukee, Jenny Coelzer of Milwaukee, and Charles Woodward of Little Rapids.

**HEILIG TO OPPOSE BILL
ON SCHOOL ATTENDANCE**

Herb Heilig, director of Appleton Vocational school and president of the Wisconsin State Vocational Director's Association, will oppose a proposed bill to change the compulsory school attendance law, at a hearing at Madison Thursday. The Legislative Joint Committee will conduct the hearing.

CHEVROLET REPRESENTATIVES



HERBERT SATTERSTROM

JACK OWEN

Two years ago Mr. Satterstrom and Mr. Owen came to Appleton from Milwaukee and organized the S & O Chevrolet Auto Co. Both of them have had considerable experience in the light car field.

**SHIOG CREEK OVERFLOWS;
HIGHWAY 156 IS FLOODED**

Highway 156, one four mile west of Nichols, and a stretch of three-fourths of a mile is under water caused by the overflowing of S Shio Creek. The water has now reached a depth of four feet, making it dangerous to cross, even with teams. There are no guide posts to warn a traveler if he should get off the road. Preparations are being made to form a mile across the water from Leuchs carrying mail to the Murphy Ward diary Co. from points west of the village.

**HARDT GIVES TALK AT
SHEBOYGAN HIGH SCHOOL**

Dan A. Hardt, publicity director at Lawrence college, went to Sheboygan Wednesday to talk to students of the high school. The Value of College Training was the subject of his speech.

BUILDING PERMITS

Two building permits authorizing tarriff sufferer needs. Don't stay improvements estimated at \$5,100 were stuffed-up and miserable.

**SAFETY SCHOOL TO MEET
AT PYTHIAN BUILDING**

Safety and Efficiency will be the topic of an address by Walter Mead of the Consolidated Water Power company of Wisconsin Rapids at the third meeting of the Pulp and paper section of the Appleton Foreman's Safety school in the main hall of the Knights of Pythian building Wednesday evening. Al Kroes, director of safety education of the Employer's Mutual Life Insurance company of Wausau, will talk on Order and Safety Go Together at the meeting of the wood working and metal section in the dining hall of the Pythian's building. The Foreman's Safety Responsibility will be the subject of an address

**MISS WALKER ELECTED
PRESIDENT OF HALL**

Miss Morillae Walker, a junior at Lawrence college, has been elected house president of Russell Sage hall. Other officers of the dormitory to represent the girls on the council of the Womans Self Government association are: Miss Florence Bennett, Wisconsin Rapids, head proctor; and Miss Ellen Shuart, Waupun, member-at-large.

by W. H. Burke of North Shore Line of Chicago at the Public utilities sectional meeting in the assembly room of the Appleton Vocational school.

**BADGER TRIANGLE CLUB
STARTS REORGANIZATION**

Reorganization of the Badger Triangle club was started Monday evening at the Y. M. C. A. when work on

a spring program was undertaken. Lloyd Townsend, Green Bay, Lawrence college student is in charge of the club. He was aided in the reorganization work by John W. Pugh, boys' work secretary.

Election of officers for the new

term will take place Monday evening. The spring program will be completed at that time.

Mrs. Margaret Scott of Waukegan, Ill., is a guest of Mr. and Mrs. E. L. Williams, 327 E. Pacific-st.

The Home of NON-RUN GUARANTEED Rayon Underwear

**Free
Souvenirs!**
Thursday &
Friday to
adult women

**The FAIR
DRY GOODS COMPANY**
INCORPORATED
1912
2000 E. GREENBAY AVENUE

Music!
Brunswick
Panatope
courtesy of
Irving
Zuelke

To introduce to our friends and customers
The Fair Store's
New Ready-to-Wear Department,
we shall have on
Thursday, Friday and Saturday of this week

an

**Introductory Sale
of
Spring Silk Dresses
at
\$10 and \$15**

Sizes 14 to 44
Black and White, Navy, Grecian Rose, Queen Blue, Gooseberry Green, Monkey Skin and Other Colors.

Crepe de Chine, Flat Crepe, Georgette and Crepe Romantique

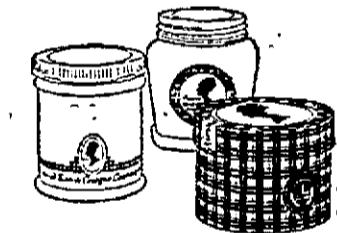
**Introductory Sale
of**

**All-Wool Jersey Dresses
\$5.95 and \$10.00**

Sizes 14 to 44

Suitable for sports, (golf), school, business or general wear. Fashionable designs. Beautiful colors. One and two-piece models.

Schlitz Bros. Co.
You SAVE and are SAFE trading here
APPLETON, WISCONSIN



ARMANDS
Creams and Powders
Many women prefer Armands for skin and beauty protection. Complete varieties are always found at our stores.

Cold Cream, jar	50c
Cold Cream, tube	25c
Vanishing Cream, jar	50c
Vanishing Cream, tube	25c
Boquet Powder	50c
Cold Creamed Powder	81
Rose of Paradise Powder	50c
Perfume Powder	81
Compacts	81
Rouge	50c
Lip Sticks	25c
Eu de Cologne	81



**Your Favorite
Beauty Aids**

Probably at no other store can you find so complete and varied lines of toilet goods as you can find here. And that is one of the Big Features of the Schlitz Stores — Variety of Selections you can secure here.

It's a satisfaction, we know, for you to trade where you can get what you desire. It's a pleasure to us to have a business so large that we can meet your expectations.

Harriet Hubbard Ayers Preparations

When you see the name Ayers on a toilet preparation, it is not open to any question as to quality or fitness.

Luxuria Cream, jar 75c	Luxuria Powder ... 75c
Ayeristocrat Cream . 75c	Medallion Powder . 75c
Lemon Cream 50c	Vanity Cases ... \$1, \$2
Wrinkle Eradicator \$1.50	Complexion Balm ... 75c

50c Neet, Depilatory

\$1.00 Danderine

65c Ponds Cream

50c Prophylactic Tooth Brush 39c

30c Kolynos Tooth Paste ... 24c

**Our Low Prices on
Every Day Needs**

\$1.00 Coty Face Powder 89c
\$1.00 Hinda Honey and and Almond Cream ... 89c
60c Derma Viva ... 43c
50c Mulsified Cocoonut Oil
60c Pompeian Powder ... 49c
60c Djer Kiss Powder ... 49c
Menken's Talcum ... 21c

Tooth Pastes

50c Pabco Tooth Paste ... 39c
60c Farhans Tooth Paste 49c
50c Japan Tooth Paste 39c
50c Peppermint Tooth Paste 39c

Special Soaps

Cuticura Soap	19c
Woodbury Soap	19c
Farhans Soap	19c
Resinol Soap	19c
Packers Tar	19c
Ivory, Large	12½c
Hard Water Castle, 6 bars	45c

OUR LOW PRICES ARE BASED ON CASH SALES —

Kasten's Boot Shop

In the
Insurance Bldg.

Recollections Of Appletonians
And Others

W. H. KILLEN

H. D. SMITH

BY EDWARD P. HUMPHREY

Cyrus H. K. Curtis, veteran publisher of the Saturday Evening Post, New York Evening Post and various other newspapers and magazines is now at the Hotel Huntington in Pasadena, on his usual winter visit. He owns a private yacht, a private railroad car and a fleet of automobiles, but his favorite method of locomotion is walking. "Most people nowadays do not walk enough," Mr. Curtis, who is one of the most assiduous hikers in the hotel colony, said recently. "Motor cars are a great convenience and I enjoy riding, but I don't take a motor car every time I step out of doors. Too many people do. Their health would be better if they walked more. Walking is a healthful exercise. Strolling is a pleasant adventure."

Mr. Curtis' belief in the value of walking as an exercise to benefit the health, is in contra-distinction to an opinion expressed not long ago in a story in one of his publications, in which one of the characters, represented as a physician, was made to say: "There is no evidence to prove that exercise ever lengthened a man's life by a single day." — or words to that effect.

It used to be accepted unquestioningly that some sort of exercise is essential to bodily health and longevity, but during the past few years that belief has been increasingly assailed. Among others Dr. Bolt of the University of California health department has recently come out with a slam against the "daily dozen." I do not pretend to know where the truth lies in this conflict of opinion, but I recall a couple of instances of former Appleton business men, who were devotees of exercise, in the form of

walking, generally accounted as beneficial as any, whose length of life fell considerably short of what might have been expected — between fifty and sixty years, I should say at a guess, and nearer the first figure than the last. I refer to H. D. Smith and W. H. Killen.

Of these two Mr. Smith was perhaps not as perfect an illustration as Mr. Killen, but I will begin with him and lead up to the other. There were automobiles in existence at the time of which I write, but in no such numbers as now, and men had not formed the habit of parking their cars within a few steps of their offices and jumping into them and whisking themselves away whenever they had somewhere to go, to be only a block distant. Parenthetically, might it not be illuminating if Irving Fisher or some other statistician should get together figures showing the difference, if any, between the average length of life now, when everyone goes from place to place in automobiles, and twenty-five years ago, when shank's mares were employed for transportation purposes over reasonable distances. Anyhow, Mr. Smith was president of the First National Bank at the time I am writing about, and naturally spent several hours a day at the bank. But he was also a stockholder in the Riverdale Fibre & Paper Co. This corporation had two mills at quite widely separated points on the government canal, and it was Mr. Smith's habit every morning to walk from his home on John street to the fibre mill, then to the paper mill, and finally from the paper mill to the bank, at which he appeared somewhere around ten or eleven o'clock. In addition to this he usually walked at other times of

the day between his home and the business part of the city. Probably it would be well within the truth to say that he walked five or six miles a day. More than once I spoke of his walking and expressed the opinion if he kept it up he would live to a green old age, a belief which he let me understand he shared, though he was modestly undemonstrative about himself or his affairs. But as everyone knows, his walking did not save him. I never saw such courage and determination to live frustrated. He continued to walk after the effort left him exhausted. Subsequently, as long as he could, he occasionally drove to the bank. I shall not forget the last time I saw him alive. He drove up to the side door of the bank on Appleton street, as I happened to be passing, and I stopped to speak to him. His daughter, Mabel, was with him, helping him. He was thin and bent, his cheeks sunken and red with his hips, and his eyes flashing unnaturally. He trembled visibly as he tried to get out of the carriage. Masking my real feelings I addressed him jovially:

"Well, Mr. Smith, glad to see you. Seems good to get down to the bank as usual, doesn't it?"

"It surely does, Ed," he said with a tremulous smile — and that was the end, so far as I knew him.

If exercise were conducive to longevity, "Will" Killen should have lived to be a hundred. During the early years of his business life, for a considerable part of the time, while selecting lands for himself and others, he followed the profession of a timber cruiser. That is to say, he tramped through the woods with a pack on his back, camping where night found him, and going on the next day. (As I write it occurs to me that Howard Murphy is another instance of a local man, a timber cruiser, who did not complete an ordinary span of life, though in his case, bossing pulp wood gangs in the dead of winter, etc., he was subjected to much more hardship than Killen.) In those days Will Killen used to describe himself as being tough as a pine knot — and he seemed to be to all appearances. It is sometimes asserted that farm

ers who "retire," and go to the city to live at ease, though previously in good health, frequently survive but a year or two after making the change. The alleged reason is that the sudden change from routine strenuous labor on the farm to the comparative idleness of city life upsets the bodily functions, perhaps retards the elimination of certain toxicants in the system, or encourages their formation where they did not exist before. Galileo, some three hundred years ago, upset the idea, the world had always held before, that the natural state of matter is that of rest, by proving that the natural state of matter may be either that of rest, or of motion in a straight line. The human body in some everyday respects seems to partake of this quality of inertia. If it is accustomed to a state of rest, than it likes healthfully to continue at rest. If it is accustomed to motion (or exercise) then any omission of that routine is distasteful to it and likely to be followed by upsetting of its equilibrium. Though not exactly a "parlor" illustration, perhaps some readers of this article may remember in pre-Volstead times

of serving that it was possible for a man to drink a considerable quantity of alcohol without getting "drunk," provided he had due respect to bodily inertia. That is to say, if the alcohol was absorbed sitting down, it had little effect until the drinker got up to walk about, or if the drinker absorbed it on his feet, it had little effect until he sat down.

According to the theory of bodily "inertia," elucidated above, it might be argued that Will Killen transgressed the physical laws of health when he stopped going into the woods as a timber cruiser and devoted himself to more sedentary business pursuits. Two considerations lead me to think however that this was not entirely responsible for the untimely ending of his life, viz: (a) he continued to make a daily habit of walking, as long as he lived, and, (b) he lived for many years after he quit going to the woods. Whether or not he knew anything about what I have called the theory of "bodily inertia," I do not know. Probably without calling it

Will Killen's routine of exercise did not prevent his bodily functions from getting so out of joint as to bring about his untimely demise. A recent instance of similar sort, was the passing of Florian J. Harriman, the mail carrier. If consistent daily exercise like his, moderate and reasonable, extending over a period of a quarter century or so, could only bring to Florian Harriman sixty years of living, some doubt must be thrown upon the efficacy of exercise in general in keeping the body in trim and prolonging its existence.

According to R. F. Hackworth, street commissioner. The contract was awarded to the Little Chute man last fall to furnish 1,200 yards of gravel at \$1.65 per yard. Only 600 yards were hauled when early arrival of snow prevented further work.

Women students outranked men students, at the University of Michigan last year. The scholarship average for all women was \$8,111 and for all men \$7,742.

ART IN SHOES

Announcing
the opening of a
new department of
Peacock Shoes

DEDICATED to fastidious women who prefer shoe styles that bring, in addition to smartness, the ease and comfort of a perfect fit, our new Peacock Department opens tomorrow. Its stock of exquisite models is individual, distinctive, yet completely in harmony with the advanced modes of Paris, London and New York. Peacock Shoes will command your interest and suit your purse, for they are "luxury shoes at medium prices." They interpret the style trend of the world's fashion centers and give prolonged wear with a degree of comfort never before experienced. ***



"TARNA"
Shell grey kid, grey water snake, strap and trim.
\$11.00



"BERNICE"
Patent Leather with wing buckle, stitched in ivory.
Price \$9.50

HECKERT SHOE CO.

The OPEN Store

SPRING OPENING

Everything That's New To Wear For

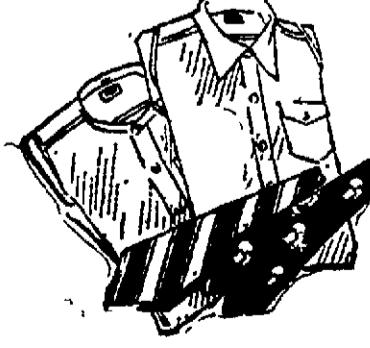
Spring and Easter
HATS—COATS
DRESSESAre Being Shown In A Large
Variety at Moderate PricesSelect Your
SPRING OUTFIT
ATOreck's
APPAREL SHOP

Next to Geo. Welsh Co.

FERRON'S

516 West College Ave.

"WHERE QUALITY ALWAYS MEETS PRICE"



Our Store Will Be Open
Thursday Evening
Till 9:30

for the display and inspection of the new styles. You are cordially invited to view the new things.

Nothing Will Be Sold Thurs. Eve.

2-pant Suits
\$30 to \$45New Top Coats
\$22.50 to \$30

303 West College Ave.

APPLETON ENDS SEASON WITH WIN OVER KAUKAUNA 16-11

Orange Score Eleventh Victory Of Year With Hard Game At Kawtown

Lutz Leads Mates to Victory in Final Game for Eight Orange Cagers

THAT'S ALL!

APPLETON

	FG	FT	PF
Lutz, rf.	4	0	
Strutz, lf.	0	0	
Johnston, c.	1	0	
Murphy, if.	0	0	
Reed, if.	6	0	
Laird, c.	0	0	
Reed, c.	0	0	
Steinberg, rg.	2	1	
Kunitz, lc.	0	0	
Moore, rg.	0	0	
Pfeifer, lc.	0	1	
	7	2	15

KAUKAUNA

	FG	FT	PF
Macrorie, rf.	1	0	
Ester, lf.	0	0	
Verber, lf.	0	1	
McFadden, c.	1	1	
Bissex, rg.	0	1	
Kronforst, lc.	0	1	
Note, rg.	0	0	
	2	7	

Score by Quarters:

Appleton..... 3 6 5 2-16

Kaukauna..... 0 5 2 1-11

Missed free throws: Macrorie 3

Kronforst 3, Bissex, Ester, Laird 3

Steinberg 2, Lutz.

"LEGS" TO DECIDE FUTURE OF MACKS

Ancient Pins of Cobb, Wheat, Collins Will Make or Break Athletics

Fort Myers, Fla.—(P)—Legs are the rub in the camp of the Philadelphia Athletics. If a baseball team plays on its legs as an army travels on its stomach, Connie Mack may be able to read his baseball fortune in the pins of some of his far-famed Athletes.

Six ancient legs supporting three Philadelphia recruits are likely to tell the tale. Ty Cobb is 40 years of age and has been an American League star 22 years. Eddie Collins is 39 and has spent 18 years in the same league. Zach Wheat, 35, has played 18 years in National league. It seems certain the great trio will start the season in the Athletic lineup Collins at second, Cobb in right and Wheat in left. No question has been raised as to the ability of all three to hit hard and often but time will tell if they can field as they must to make the A's pennant contenders.

Joe Ester, 28, will play shortstop with Chick Galloway, subject to call Eddie Collins, who will captain the team, has not seemed so spry in the spring as his fellow veterans, Cobb and Wheat.

Cobb will not be content to be an "inspiration." Although manager Mack has declared that as such he will be worth all he costs the club, "if he doesn't play ten games." The former Detroit manager expects to play the string out, something he has not done since 1924.

No club in either league will be so well fortified in reserve material as the Athletics. All infielders will be carried throughout with decision pending as to whether to five or six outfielders will be retained. The pitching staff will include eight instead of nine members, all veterans.

Sammy Hale will play third base with Jimmy Dykes as his substitute. There is still a question as whether Jim Poole or Dudley Brannon will take care of first.

Wheat, Simmons, and Cobb will be the outfield trio with French and LaMar in reserve if the supply is limited to five.

Eight pitchers, four right handers and as many left handers, have been retained from last season. Right handers include Howard Ehmke, Sam Gray, Jack Quinn, and Eddie Rommel. Southpaws are Bob Grove, Joe Pale, George Walberg, and Charles Willis. If a ninth pitcher is added, "Spike" Hunter from Dallas of Texas league, is likely to be named.

Catching will be taken care of by the fleet Gordon Cochrane and Ralph Perkins with James Fox also available.

Terre Haute, Ind.—Bud Taylor defeated Pete Sarmiento, Philippines (10).

Des Moines, Ia.—(P)—Buddy McDonald, St. Paul, beat Emil Morrows, Sioux City (10).

Denver—Eddie Mack, outpointed Ted Blatt, Minneapolis (4).

Badger And Maroon Track Stars In High Jump Duel

Madison—(P)—Under the glare of artificial lights and before throngs of spectators, Charley McGinnis, four-legged Badger track captain, and Andrew Burg, Chicago star, started a high jumping dual that may extend into early summer.

Competing in the Western Conference indoor meet, the two athletes leaped six feet with ease, left other jumpers by the wayside as the bar was raised to 6 feet 3 inches, and then one inch higher. Burg was unable to clear the bar. McGinnis, however, went 6 feet 5 inches for a new indoor record.

Prior to the event, Burg, conference champ, had been given an easy advantage over the slender Wisconsin star. Last year he easily vanquished Charley.

With the unexpected defeat, however, Burg, who leaps scientifically, will be faced with unusual competition from the Wisconsin youth through racing meets.

Burg's record of 6 feet 7 inches ex-

VANDOLAH HONORED AT BELOIT SCHOOL

Three-sport Star Also Wins Fame in Studies, Social Work and Writing

APPLETON FORWARD PICKED FOR CRACK TEAM BY SHEBOYGAN

Lutz Placed on 1st Squad, Laird on 2nd and Captain Steinberg on 3rd

ALL-CONFERENCE TEAMS

First Team	Second Team
Testwuide, She.	Forward
Lutz, App.	Forward
Manis, Fond.	Center
Wilda, Man.	Guard
Hanson, Fond.	Guard
	Second Team
Fishbeck, Man.	Forward
Herber, W. G. B.	Forward
Laird, App.	Center
Giebel, Fond.	Guard
Bruinooge, She.	Guard
	Third Team
Brennan, Man.	Forward
De Temple, Mar.	Forward
Tadych, Osh.	Center
Steinberg, App.	Guard
Roth, She.	Guard
	Honorable Mention
Watson and Cookson, Fond.	
Crabbie, W. G. B.	
Roeser, E. G. B.	
Pugh, Osh.	
Fischl, Man.	

Winning eight out of nine games of three matches with bowlers of Grace Lutheran church, Green Bay at Green Bay Monday evening, pinmen of First English Lutheran church, Appleton, retained possession of the trophy which they acquired here last month.

Appleton won three out of four three-match battles with the Baymen this year. The matches will be resumed next season.

In the first match the Appleton men won three games by 228 pins, in the second they took three by 123 and in the third, two of three by 87 pins, piling up a total win in the three matches of 448 maples. High game of all three matches was rolled in the third one by Wittig of Green Bay with a 236 and high series was rolled in the first match, a 572 by Griesm of Appleton. High series for Green Bay was rolled in the second match by Hoppe with a 564, and high game for Appleton was rolled in the first match by Footh with a 223.

In the first match Roehm of Appleton had high game of 223 and Griesm had high series of 572. For the Bay's Wilsman lead with a 187 high game and a 541 high series. One other 200 game was rolled by Griesm with a 220. In the second match E. Wegner, Appleton had high game of 218, and Hoppe of the Bay had high series of 564. High series for Appleton went to Footh with a 547 and high game for the Bay's went to Hoppe with a 220. Footh of Appleton had the only other 200 game, a 201.

In the final match Appleton took the first game by 136 pins and lost the second by 96 to still hold a 40-pin lead. This was increased by a 47-stick win in the third game. Wittig of the Bay had high game of the match, a 236, and high series for his team, a 548. High series of the match went to H. Wegner of Appleton with a 563 and high game for Appleton went to Torow with a 206. Wegner had the only other 200 game, a 201.

Marquette was the only one of the three tailenders to place a man on the three teams with a second-team player, in choosing their all-star Valley loop team, found no team placed more than one man on the first squad. Manitowoc, Fondy, Appleton, Sheboygan and West high the conference's leading fives, all of which were in the first-place race at one time or another, won places on the first team, while Fondy and Manitowoc split four second team places as well as two on the third.

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Lutz, Appleton, and Testwuide, Sheboygan were the outstanding forwards of the conference ranking one in scoring and playing a fine all-around game, though the choice between the pair and Fishbeck of Manitowoc was so hard that the chasers wished that three forwards could be accommodated on one team. Moving of Lutz to a guard on center, considered in making the choice, was impossible because of the calibre of the men chosen for these jobs, men who could not be left off the first squad.

Captain Bob Testwuide of the Sheboygan team is the leading scorer in the valley conference and one of the best basketball players in the state. He is given a forward position on the first team and is made captain. For the other forward position Lutz, Appleton's star, is the leading choice, although Fishbeck of Manitowoc, Herber of West Green Bay, and DeTemple of Marinette deserve consideration. Cookson, former Appleton player who has been on the Fondy du Lac team this semester, also has done excellent work in the past few games. The position goes to Lutz because he would be the best mate for Testwuide.

For the center position, Mains, Fond du Lac, has an edge on the other players. Laird, Appleton has played well this season but he lacks experience and on a weak team his work would not be so prominent.

Hanson, Fond du Lac, and Wilda of Manitowoc, are the guards for the all-conference team. This selection probably will give rise for argument, because there are several outstanding guards in the conference. Of these guards, Hanson is the fastest and Wilda is the most consistent. Giebel, also of Fond du Lac, deserves much consideration because of his ability to shoot baskets. Steinberg, Appleton, is another excellent guard. Bruinooge and Roth of the Sheboygan team have worked well together, but Bruinooge has been making a lot of fouls and missed a lot of chances to score. Roth is consistent but not as fast as some of the other guards.

It is evident that a team consisting of Testwuide, Lutz, Manis, Wilda, and Hanson would clean up anything that comes along. That selection leaves for the second team the following players: Fishbeck and Herber, forwards; Laird, center; Giebel and Bruinooge, guards. That would be a strong team but not a strong enough team to defeat the other.

For the third team, Brennan of Marinette, DeTemple of Manitowoc, and Wilda of Manitowoc, are the guards for the all-conference team. This selection probably will give rise for argument, because there are several outstanding guards in the conference. Of these guards, Hanson is the fastest and Wilda is the most consistent. Giebel, also of Fond du Lac, deserves much consideration because of his ability to shoot baskets. Steinberg, Appleton, is another excellent guard. Bruinooge and Roth of the Sheboygan team have worked well together, but Bruinooge has been making a lot of fouls and missed a lot of chances to score. Roth is consistent but not as fast as some of the other guards.

The heavyweight champion will complete his vaudeville tour in the far west next week. He then will hasten to New York to confer with Rickard and his Manager, Billy Gibson.

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New Indian Boss Keeps Players Of 1926 Squad

Lakeland, Fla.—(P)—Cleveland's old team under a new manager will face the "rock em and sock em" club. Jack McAllister, who has "the best pitcher" in the league and will show his confidence in them by playing for one run at a time. "If we get one run, the other fellow has to have two to beat us" is McAllister's reasoning and he will proceed on that basis when the real campaign gets under way.

If training camp tactics may be taken as a shadow of impending events, third basemen on clubs opposing the Indians will have busy afternoons.

VERHAGEN-ALBERS IN LEAD IN PIN TOURNAMENT

P. Fox is leading the singles in the whirling tournament being staged at the Kimberly alleys, with a score of 601 for the first week. The first week's scores show P. Verhagen and O. Albers with a 1233 score in the doubles to lead in that department by almost 50 pins. Albers also is second in the singles, one pin behind Fox. The meet runs from March 6 to April 6. Single bowlers may roll three times.

The scores:

Doubles:
E. Verhagen—O. Albers, 1233; O. Albers—N. Fox, 1185; A. Brecklin—C. Vanhaelst, 1156; P. Fox—M. C. Verbeten, 1133; J. Peronto—P. Verbeten, 1125; P. Fox—N. Fox, 1121; J. Verbeten—A. Lillie, 1116; O. Albers—Doc Oulette, 1108; P. Fox—C. Vanhaelst, 1082; C. Vanhaelst—H. Williams, 1082; V. Peronto—F. Belling, 1081; A. Brecklin—H. Hartues, 1070; N. Fox—M. G. Verbeten, 1070; C. Vanhaelst—A. Brecklin, 1054; N. Fox—A. Lillie, 1048; E. Barendrecht—S. Stay, 1044; Doc Oulette—A. Vanthoff, 1040; V. Verbeten—G. Harp, 1029; F. Belling—J. Hammes, 1021; A. Vanthoff—M. G. Verbeten, 1020; A. Lillie—O. Albers, 1017; N. Fox—C. Vanhaelst, 995; E. Williams—G. Harp, 981; L. Kurn—K. Larson, 942.

Singles:
P. Fox, 601; O. Albers, 600; G. Harp, 574; A. Brecklin, 567; V. Hartmes, 564; A. Lillie, 561; G. Harp, 523; C. Harp, 510; N. Fox, 509; P. Midday, 500; P. Williams, 500; P. Belling, 500.

BOWLING

LADIES LEAGUE
PEACHES

	Won	1	Lost	2
L. Bick	128	101	120	
D. Timmers	100	95	91	
J. Glasnap	96	111	112	
C. Boehme	103	115	95	
R. Lehrer	66	89	77	
Totals	403	551	495	

PEARS

	Won	2	Lost	1
I. Amend	109	153	111	
H. Glasnap	115	115	115	
K. Keller	90	90	90	
J. Lehrer	78	122	96	
H. Kitzinger	106	87	47	
Totals	428	567	459	

SHOEMEN LOSE MATCH TO HOPPIES WIENERS

Hoppies Wieners took a pair of games from the Red Goose Shoe store games this week on the Arcade alleys, winning the match by 28 maps. The Wieners took the opener by 63

BRITISH TRADE UNIONS URGE MEDICINAL BATHS

Bath, Eng.—British trade union members are to have their own spas. Rheumatism causes a disability among workers of six to 10 per cent according to locality and occupation, and plans for use of the curative properties of the health waters of the nation is the result.

The scheme is outlined in a report of the management committee of the General Federation of Trade Unions, which has been examining the incidence of rheumatism among union men and women. It was ascertained that in Great Britain 370,000 insured workers seek medical advice annually with reference to some form of rheumatic trouble, and that approximately 3,000,000 weeks of work are lost by these related causes.

The project calls for facilities for administering baths and treatment here and at Harrogate, Llandrindod Wells, and possibly one or two other places. Clinics will be established in London, Manchester, Glasgow, Cardiff and other industrial centers.

Johnson says Yanks haven't much chance

Johnson, veteran of the Washington ball club, had much choice gossip Monday night on what the big league clubs are doing at Florida training camps, but little to say about the injured leg that forced his return home.

The ace of the Senators' pitching staff feels almost to the point of certainty that "Bucky" Harris' team will be the first to fight for the flag while present indications point to "most of the opposition coming from Philadelphia." Detroit will be in the front rank somewhere, too, he said, but New York hasn't much of a chance to finish one-two. It probably will be about six weeks before the fractured bone in his leg will enable Johnson to take the field again.

EXIDE BATTERY As Low as \$11.95

EXIDE Battery Service Co.

613 W. College-Ave. Tel. 41

Goodrich Tires

DID YOU KNOW THAT RIGHT NOW YOU CAN BUY A Genuine EXIDE BATTERY As Low as \$11.95

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The Fit is Important

It is not only our obligation to provide women of Appleton and vicinity with the newest footwear models, but to see that their enjoyment of this smart footwear is increased by perfect fitting. Extraordinary care is taken to see that each patron of this store is properly fitted is the mode of her choice.

AUTHENTIC FOOTWEAR for a new season is now shown first at the Red Goose Shoe Store

How important correct footwear is to one's spring ensemble. To receive approving glances one's slippers must harmonize perfectly with the rest of her costume. Smart colors and patterns of contrasting color make the designs for this spring attractive.

An Early Selection is Advised While Assortments Are Complete.

CHIC

This one strap in both patent and parchment.

FASHION

Another one strap in patent and parchment.

Red Goose Shoe Store and Johnson's Shoe Rebuilders

JOHNSON & ULRICH, Inc.

123 E. College Avenue

Phone 4310

Fiction And Non-Fiction Books Added To Library

Fiction and non-fiction are included in the new titles added to the Appleton public library in the adult department recently. Among them are popular biographies, detective stories, novels, poetry volumes, books of health, instruction, and others.

The scheme is outlined in a report of the management committee of the General Federation of Trade Unions, which has been examining the incidence of rheumatism among union men and women. It was ascertained that in Great Britain 370,000 insured workers seek medical advice annually with reference to some form of rheumatic trouble, and that approximately 3,000,000 weeks of work are lost by these related causes.

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CHILEAN PRISONERS CAN STRIKE FOR PAY

Santiago, Chile—(P)—In Chile even prisoners have the working man's right to strike. Their demands are considered and are dealt with much in the same way as are those of free men.

The prisoners employed in the shoe factory of the Santiago penitentiary recently took advantage of this right and went on strike for an increase in their pay, which is \$1.50 daily. The movement was settled without disorder, although the strikers were compelled to be content with a betterment of food rather than more wages.

The prisoners work under favorable conditions, among which is an eight-hour day. The rate of pay is good as compared with wages outside the prison. Each inmate who enters the penitentiary without a trade is obliged to learn one while there.

DRAWING ATHLETES

Three freshmen from Indiana, one from New York, and one from Alabama form the Alabama freshman baseball team this year. That probably shows what a good football team will do for either college or university. Athletes were drawn from 38 states this year at Alabama.

Leonardo da Vinci, the famous painter and sculptor, demonstrated the first principles of mechanical flight.

FIVE WAYS TO JUDGE CIGARS

In judging the quality of a cigar consider these five points: (1) Burn; (2) Aroma; (3) Taste or flavor; (4) Color; (5) Workmanship. Get a San Felice at 5c and tell us your idea as to which of these five features is the chief reason for its amazing popularity. Cigar experts themselves are not agreed. Is it the smoothness, the fragrance, or that salty mildness of San Felice that is daily winning hosts of new friends? Without special inducement or heavy advertising the demand for San Felice has doubled and trebled. Perhaps it is the mild taste cigar you are looking for. It costs only 5c to find out. Get a San Felice today and then you'll know.

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE.

The Diegel-Wiemer Co., Makers
Established 1884

A. S. Goodrich Co.
Milwaukee, Wis., Dist.

mild
mellow

Try One Today
5c

EASTER SUNDAY—APRIL 17th

Buy Your Easter Suit Now!

Buy the Clothes You Like

PAY THE WAY THAT SUITS YOU BEST

The Ten-Pay Budget Plan

permits you to open a charge account with the purchase of a suit for an initial payment of

\$10

The balance weekly over ten weeks... That's our newest form of charge service... It is a real convenience to many men—and a pleasure to us to extend it.

Society Brand Clothes

present the kind of clothes most men like to wear. They are good clothes—come in many exclusive fabrics—and in the newer shades and patterns for spring. Light shades, tans, grays—and the smart blues. The models reflect the style features for which Society Brand is famous.

Buy Society Brand Clothes—Pay this way if you wish

\$40 Society Brand Suits and Topcoats. You pay \$10 when purchased and \$3.00 weekly
\$45 Society Brand Suits and Topcoats. You pay \$10 when purchased and \$3.50 weekly
\$50 Society Brand Suits and Topcoats. You pay \$10 when purchased and \$4.00 weekly
\$55 Society Brand Suits and Topcoats. You pay \$10 when purchased and \$4.50 weekly
\$60 Society Brand Suits and Topcoats. You pay \$10 when purchased and \$5.00 weekly

All Other Suits and Top-Coats Priced at \$25, \$30 and \$35 Can Be Bought On This Same Plan

When you purchase on our Budget Plan you pay exactly the same price as though you paid cash—not one penny more

The Store for Men
Hughes Clothing Co.
108 W. College Ave., Appleton, Wis.

All Set by Carolyn Wells
© 1927 BY NEA SERVICE INC.

WHAT HAS GONE BEFORE
Death strikes GARRETT FOLSOM while swimming at Ocean
Town, N. J. After being perfunctory examined by a doctor, the
body is brought to the Hotel
Majuscas, where an inquiry is
started.

Folsom's bathing companions
had been ROGER NEVILLE,
MRS. HELEN BARNABY, and
CARMELITA VALDON. It is
established that Folsom, just before
his death, had been standing next
to NED BARRON, known as the
copper king.

Then the startling announce-
ment is made that Folsom
had been stabbed to death in the
water. Ross, his valet, is ques-
tioned, as are, Barron and his
wife, but no light is shed on the
murder.

ANASTASIA FOLSON, eccentric
and masterful sister of the dead
man, arrives and takes command.
At the inquest it is established
that the death weapon was a
pichaq, an Oriental knife, and
that it and its scabbard had been
placed on the boardwalk.

CROYDON SEARS, a guest at
the hotel, is known to have pur-
chased several other odd knives at
the same auction. This is brought
out at the inquest.

NOW GO ON WITH THE STORY

CHAPTER XIX
Robin Sears adored his father, and
he knew every expression of that well-
loved face, every telltale motion or
gesture of that familiar personality,
and he saw that for some person or
another his dad was very much up-
set.

"What the dickens all's him?" Young
Robin put the question to himself.
"Surely he isn't going to get mixed up
in that auction business, if that nice
Meeker person was right there with
him all the time."

Coroner Hubbard proceeded with his
questioning, and though he called on
everybody he could hear or learn of
who might be of any use, he discovered
practically nothing of importance.
Nothing that would offer a direction in
which to look for the murderer of
Garrett Folsom.

He had no wish to adjourn the in-
quest, for he thought it more than
doubtful if any further evidence ever
came to light. He was sure that the
murderer had laid his plans too well
and covered his tracks too carefully
to leave any clue that a detective
might take hold upon.

He turned the case over to the
jury, and they made short work of
their decision.

Their verdict was that Garrett Folsom
was really murdered by an un-
known hand, and that the weapon
used was probably the antique dagger
that had been found in the ocean
after the crime had been committed.

No one was surprised at this ver-
dict, for no one had expected anything
different.

Anastasia Folsom seemed in no way
disturbed or disappointed, and her
first remark, as the audience filed out,
was to the effect that now they could
get at the real work.

"First!" she said, turning to the de-
tective, Jepson. "First I shall arrange
for my brother's funeral."

"You—you will take him to Chicago?"
he asked, not at all unwilling
to see the last of this uncomfortable
woman.

"By no means. I expect my nephew
tonight or tomorrow. Then we shall
have a small and informal service in
the funeral chapel here. My brother's
remains will be sent to Chicago, but I
stay here until I have either discovered
the criminal or until I have con-
cluded that I cannot accomplish that
end."

"Yes, ma'am," Jepson acquiesced.

Miss Anastasia Folsom was as good
as her word. She at once set about
investigating the mystery of her
brother's death and she chose her
own manner of procedure.

Her first step was to demand an in-
terview with Manager Pelham, of the
hotel.

She summoned him to her apart-
ment, which was, of course, the suite
her brother had occupied.

"Mr. Pelham," she began in her
soothing way, "you are in duty
bound to help me in any way you can
in the work I am now undertaking. I
propose to discover and bring to justice
the man who killed my brother, and I am assuming that you will lend
me all possible assistance."

"Miss Folsom," the manager began,
and some sort of clairvoyance told her
what he was about to say.

"There's no use telling me," she
said sharply, "that you prefer to hush
it all up. That it is not good for your
hotel business to keep up an investiga-
tion; that your guests object to hearing
the subject mentioned, and all that.
I am here and here I stay, until
I have solved the problem or feel
obliged to give it up. If you make
any difficulty for me, or in any way

his guests ahead of every other con-
sideration in life, and he didn't know
where this eccentric lady might at-
tack the quiet prosperity of his hotel
atmosphere.

"And, of course," the determined
woman went on, "I shall find it nec-
essary to question you now and again.
And to begin with, tell me frankly.

Mr. Pelham, do you think the police
have done all they can in this mat-
ter?"

But Pelham was getting on his feet
again, diplomatically, and his suave
dignity returned.

"Without a doubt, Miss Folsom,
what more could they do?"

"What more?" she fairly snorted.

"Why, they haven't done anything
yet! And I know why. Because some-
body has headed them off. Has advised
them to stop the matter."

"You are making definite accusa-
tion," he asked, calmly. "Or do you
mean that, looking at their work su-
perficially, it seems that way to you?"

"Oh, well, put it that way, if you
like," she said, after a glance of close
scrutiny. "I'm not libeling anybody. If
that's what you mean. But I propose to
find it necessary to question certain
of your employees or even your
clients."

Pelham sighed. He prided himself
on always putting the well-being of

suits that they assuredly have made
no effort to attain. So, Mr. Pelham, I
am saying all this to you because I
want to enlist, if not your help, at
least your understanding of my position
and of my purpose."

"I do understand, Miss Folsom, and
I assure you that you may count on
me to do all I can to assist you. And
I make bold to ask that you keep your
work and its results as quiet as you
can, and avoid all unnecessary publici-
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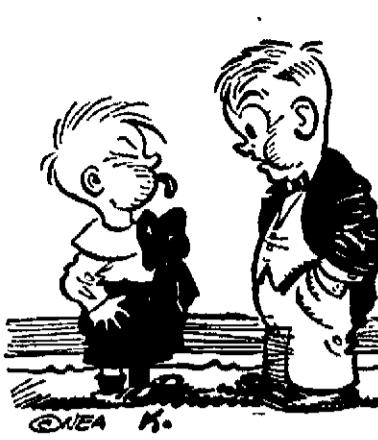
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LITTLE JOE

**SOME KIDS ARE
BRILLIANT AND
OTHERS ARE
SMART.**



better than the business you are
already engaged in."

Tite Riggs stared.

His manners, usually correct and

proper, gave way before this aston-
ishing woman, who said astonishing
things.

"You know my business, then?"

"Certainly, you are an architect—but
not very prominent one."

"True enough. And you offer—"

"I offer you a chance to make mon-
ey surely, and tame, perhaps, if you
will accept my proposition."

"Which is?"

"That you help me to discover and
bring to punishment the murderer of
my brother."

"And why do you think I can do
this?"

"Don't be silly. I've heard you talk,
and that's all I need to understand
anybody. Now, if you agree, I will give
you whatever salary you demand,
within reason."

"Your salary or mine?"

"Very well. I accept for as long as
many units of energy are expended
on these steps, how near one would
be to the moon if he duplicated every
daily footfall upon them, or other
pertinent and important facts. The
front steps are simply there, pre-
serving a semblance of privacy for
the portals they guard, and adding a

BALTIMORE HOUSEWIVES

SCRUB STEPS EACH DAY

Baltimore (47) Miles of white
steps in Maryland's largest city main-
tain their purity of hue through the
daily labor of housewives upon their
marble jackets, which guard against
the marble becoming brown and tur-
nished in default of their daily scrub-
bing, and, equipped with handrags,
improve the footing in winter snow.

lightening touch to dull, red brick
steps.

On summer evenings the white
steps double for front yard and por-
tico. The families gather upon them
and down the streets. In winter the
marble steps are often sheathed in
lumber jackets, which guard against
the marble becoming brown and tur-
nished in default of their daily scrub-
bing, and, equipped with handrags,
improve the footing in winter snow.

MORE CRUDE RUBBER

Importations of crude rubber into
the United States from all sources
during 1926 amounted to 411,962 long
tons, an increase over 1925 of 27,125
long tons, according to the report of
the Rubber Association of America,
Inc.

BURNS and SCALDS

Stop the throbbing and smarting
at once with a soothing touch of
Resinol



The New Clothes

For The New Season

Nattily-Tailored
Spring Suits

Models with all the tailored "snap" shown on the figure sketch-
ed at the left. Note the trim lines to that coat—the soft, neat roll of
the lapels—the broad, perfectly fitted shoulders. Easy-hanging
trousers to match. To be had in select Tweeds, Worsteds, Cassi-
meres and Serges.

Smartly-Styled
Topcoats

Serviceable, sturdy models ideal
for wear in all weather. (Tubular
and Chesterfieldian) styles of un-
usually nobby lines. Either single
or double-breasted effects. Fabrics
include the finest light Woolens
and others of attractive pattern
and shade.

An Unusual Buy for:

\$25 to \$40

"Real Buys" for:

\$18 to \$40

NEAT MUFFLERS—Plain colors or in
attractive stripe effects—silk—
\$2.50 to \$3.50

BEAUTIFUL NECKWEAR—newest
Spring colors—finest Silk weaves—
75c to \$2.00

SILK HOSIERY—Novelty stripe or
plain weaves. Very good-looking. Now
75c to \$1.50

SMART SHIRTS—of Madras and
Broadcloths—all new patterns—
\$1.50 to \$4.00

LINEN HANDKERCHIEFS—plain,
bordered or initialed—
35c, \$1.00

NEW SPRING HATS—an imposing ar-
ray of stylish models—select, lustrous
felts in appealing Spring shades—
\$4. to \$6.

STETSON HATS \$7.50-\$8.50

THE CONTINENTAL Appleton

**MADISON STUDIES
MILWAUKEE PLAN
OF CITY SAVINGS**

**May Adopt "Pay as You Go"
Policy; Would Create Op-
eration Fund**

MADISON—(AP)—Madison may model its fiscal policy after the Milwaukee "pay as you go" or "city savings" plan.

This was revealed Tuesday after the address before the Kiwanis club Monday by Assemblyman Tom Duncan, member of the inter-city committee on taxation, secretary to Mayor Mean of Milwaukee, the author of the plan.

Interest for the plan lies on the age-old governmental problem of reducing taxes.

Several Madison officials were present when the Milwaukeean explained his proposal and it was announced afterward that the city council had taken the first steps toward working out a plan similar to the Milwaukee idea by asking the city attorney to draft a synopsis of it as it would apply to Madison.

According to Assemblyman Duncan the "pay as you go" idea gives:

Ultimate elimination of the public debt and therefore reduction in taxes.

A powerful argument to attract industry to the city.

A substantial saving from a big burden of interest on bonds with a mounting income from interest on its savings.

The second advantage is possibly the largest offered under the plan, according to Mr. Duncan. It permits the city to "offer more improvements with definite guarantees that there will be no special assessments or future increase in the taxation to escape the perils of huge bonded indebtedness," he said.

The idea, he explained, centers around a fund, made up from donations of public spirited citizens and annual contributions from the city government. This fund, left with a suitable trust company, Milwaukee from the fund may be used, he said, for paying interest on bonded debt, and ultimately to retire the principal.

In the more than three years that the plan has been in operation, according to Mr. Duncan, the fund has grown to \$1,500,000.

"In 35 years," he declared, "Milwaukee

**Splitting Tongue Does
Not Make Birds Talkative**

Washington, D. C.—Many common old-fashioned theories about the care of living pets are exploded in the new booklet "Care of Pets" just issued by the Washington Information Bureau of the Appleton Post Crescent. Basing its facts on government experts and other modern authorities, this compendium of advice on pets and their care says that milk is not the best food for cats, that raw meat does not cause cats to have fits, that dogs should not eat potatoes, that goldfish bowls are not the best homes for goldfish, that parrots do not talk more if kept in small cages, that splitting the tongue does not help birds to talk, that round perches do not fit the feet of canaries, and that many other established notions about pets are based on outworn traditions.

This new summary of authentic data on the care of living pets, prepared by Frederic J. Haskin, is devoted to plain and useful facts, and exploding old theories is merely incidental to setting forth correct data about the right housing, feeding, cleaning, breeding, and health preservation for pets.

Among the facts set forth is that guinea pigs do not multiply so rapidly as people suppose, and that rabbits, for example, will increase faster than guinea pigs. One guinea family will raise only from fifteen to twenty young each year under ordinary conditions.

The chapters of "Care of Pets" deal with dogs, cats, rabbits, guinea pigs, goldfish, parrots, pigeons, homing pigeons, turtles, and tame mice. One reason set forth for the numerous ailments and relatively short lives of many dogs and cats is the fact that these pets will eat almost any sort of

food, if they are not offered the food that is really good for them. Many people brag that their pet will eat anything, but this is likely to mean, according to the Haskin booklet, that they are fed anything, and sooner or later are made ill or weakened so that they fall victim to disease. The booklet sets forth what is the natural and best food for each sort of pet.

"Care of Pets" will be offered to readers of the Appleton Post Crescent with coupons for writing to the Washington Information Bureau, the first coupon being published on another page of today's edition.

**Tourist Traffic Will
Start Earlier, Expect**

The annual trek of tourists from the southern states probably will start earlier this year than last, owing to the earlier spring thaws, according to local Milwaukee station attendants. Several automobiles from southern states stopped in Appleton last week and occupants stated that the roads south of Appleton were in good condition for travel. Reports indicate, however, that the roads in the northern part of the state are not in the best of condition although several days of good weather might dry them up and put them in shape for use.

**CITY HAD \$1,192,819
ON HAND FEBRUARY 28**

The balance on hand in the city treasury on Feb. 28 was \$1,192,819.07, of which \$977,153.05 was the 1926 tax roll, according to the monthly report of Fred E. Bachman, city treasurer. The largest disbursement for the month was \$171,221.99 for public schools. The Vocational school received \$5,939.16 and the water works, \$17,675.28. Interest totaling \$12,837.44 was paid on junior high school bonds.

NOTICE

The caucus of the Town of Greenville will be held on Tuesday the 22nd day of March at 2 P. M.

Carl Ludwig, Town Clerk
adv.

**60 STUDENTS MAKE
HONOR ROLL DURING
SIX WEEKS SESSION**

**Five Seniors, Eight Juniors,
and 12 Sophomores Win
Excellent Grades**

Sixty students were named on the honor roll at Appleton high school for the first six weeks term of the second semester completed last week. Five seniors, eight juniors and 12 sophomores were in the list of 25 students who were on the "A" or excellent roll, and 11 senior, 11 juniors and 13 sophomores on the "B" or very good list.

Students with high scholastic averages were: "A"—seniors, Dorothy Drahelin, Gerana Gehl, Martha Jentz, Elizabeth Smith and Martha Weigt; juniors, Ted Bolton, Aloysius Gage, Percy Menning, Ethel Perrin, Bernice Schmiede, Arnold Sieg, Loima Zeffery and Lynn Handyside; sophomores, Veronica Becker, Dale Clifford, Jean Drysdale, Robert Elias, Jean Embrey, Hilda Harn, Annette Heller, Mildred Koochuk, Esther Merkli, Lawrence Morris, Lucille Nehls and Gertrude Schulz; "B"—seniors, George Beckley, Jean Cannon, Abram Cohen, Kathleen Cooney, Russell Denney, Alice Gotschow, Lois Kloehn, Mario Kone, Madeline McCarey, Louise Marston and Marie Sancen; juniors, Zora Coburn, Maxine Fraser, Agnes Glassop, Clarence Miller, Pauline Noves, Charles Prebenboc, Viola Schlimm, Clement Steidl, Margaret Zehrt; sophomores, Marcelle Bieg, Ruth Cohen, Margaret Crabb, Julia Hinz, Beulah Kirsch, Robert Mader, Lenore Malueg, Eleanor Peters, Elizabeth Radtke, Erna Schimabel, Agnes Schubert, Charlotte Tracy and Irene Zimmerman.

**FREE CONSULTATION
TO
CHRONIC
SUFFERERS**

I want to talk to you. The fact that you have been treated elsewhere without benefit does not discourage me in the least; I am helping men and women every day—effecting cures, many times, in cases pronounced incurable by others, so that I feel sure I can do as much for you. My counsel will cost you nothing but my charges for treatment will be reasonable and not more than you will be willing to pay for the benefits conferred.

I treat Rheumatism, Nervousness, Goitre, Asthma, Stomach and Heart Troubles, Cataract, Blood and Skin Diseases, Constipation, Urinary and Kidney Diseases and Diseases peculiar to Women.



DR. TURBIN

WHO has visited this vicinity for the past thirty years will be again in

APPLETON at the Conway Hotel, Thursday, Mar. 17

Office Hours 9 A. M. to 8 P. M. and every 4th Thursday thereafter.

Are you nervous, despondent, dizzy, weak, debilitated, tired mornings, listless, easily fatigued, excitable, irritable, hollow eyed, baggad looking, sleepless? Have you poor memory, weak back, sunken cheeks, foul breath, heart flutter, cataract, lack of energy, confidence and ambition?

Urinary, Kidney and Bladder Diseases. Obstruction, straining, pain in the back, bladder and kidneys, enlarged gland, nervousness, swelling.

Blood, Poison, Skin Diseases, rash, ulcers, sore mouth or throat, swollen glands, mucous, patches, copper-colored spots, rheumatic pains; eczema, itching, burning or nervousness.

Ladies! If you are suffering from persistent headache, painful menstruation, uterine displacements, pains in the back, and feel as if it were impossible for you to endure your troubles and still be obliged to attend to your household and social obligations, I will cure you if your case is curable.

Stomach Troubles. Pain in stomach, loss of appetite, dyspepsia, indigestion, bad taste or breath, sick headache, bloated heartburn, sour belching, spitting up, cataract, gas, gnawing or nervousness.

Heart. Weakness, fluttering, skipping, palpitation, pain in the heart, side or shoulder blade, short breath, weak, sinking, cold or dizzy spells, swelling, rheumatism, throbbing in excitement or exertion.

Cataract. Hawking, spitting, nose running, watery or yellowish matter or stopped up, sneezing, dull headache, coughing, deafness, pains in kidneys, bladder, lungs, stomach or bowels, may be cataract.

Call or write

DOCTOR TURBIN

Commercial Nat'l Bank Bldg.

MADISON, WIS.

**This Spring Style Show Features
FAVORED FOOTWEAR**



Special Showing All This Week

See the Display of the Beautiful Spring Styles IN OUR WINDOW

Bohl & Maeser

Appleton Street

Just North of Pett's.

**When You Paint Up This Spring
Paint With Paint That Lasts**

SEE OUR SPECIAL DISPLAY OF

PARKER'S PAINTS

FLAT - WALL and OUTSIDE
Varnish, Enamel, Lacquers, Brushes,
Oils, Ladders and Painter's Supplies
of All Kinds

OUTAGAMIE HDWE. CO.

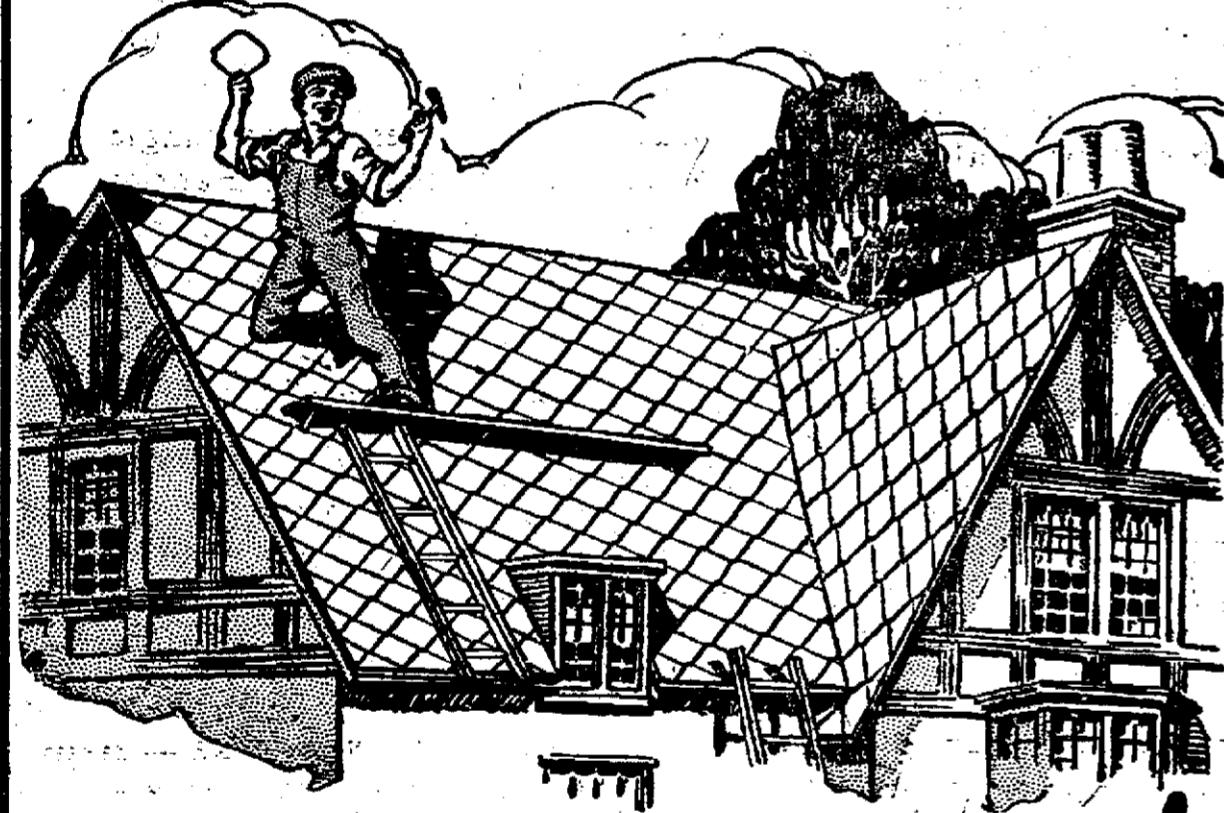
PHONE 142

College Ave.
and State St.



Special Demonstration

Of the Finest and Most Modern Roofing Made
IN OUR WINDOW ALL THIS WEEK



**Your last shingle!
You'll never need
to re-roof again**

THE last Johns-Manville Asbestos shingle that you lay on your roof is the last shingle you'll ever need to lay on that roof. For Johns-Manville Rigid Asbestos Shingles should last as long as the building they protect and embellish.

**Johns-Manville
Asbestos Shingles**

are made of asbestos fibre and Portland cement formed under tremendous hydraulic pressure. There is nothing in them to rot or decay. They are absolutely fireproof. They never need painting or refinishing.

Write, call, or telephone us for full particulars. Let us give you an estimate of your roofing or re-roofing. We are experts.

LET US FURNISH ESTIMATES
ON YOUR ROOFING JOB

Appleton Hdwe. Co.
425 W. College Ave.

CALUMET CONUTY

KAUKAUNA - LITTLE CHUTE - KIMBERLY

NEARBY TOWNS

MID-WINTER FAIR DOORS WILL OPEN EARLY TOMORROW

Prof. A. J. Knilans Will Address Farmers on Bovine Tuberculosis

Kaukauna—Doors to the Mid-Winter fair will open at 7 o'clock Thursday morning for entries of farmer's produce and other exhibits. Farmers may register for the grand prize of the bushel of red clover to be presented Thursday evening, from 9 o'clock Thursday morning until 9 o'clock in the evening. The same is true on Friday.

The feature of Thursday's program will be an address at the high school to the farmers on Bovine Tuberculosis by Prof. A. J. Knilans of the College of Agriculture, University of Wisconsin. Following his talk, J. Holt of the Chicago Milk Association will speak to farmers on Care in Handling Milk. The first speaker is scheduled to appear at 1:30 in the afternoon.

From 2:30 to 4:30 there will be entertainment in the auditorium consisting of orchestra music, vaudeville, and drawing of merchandise premiums. A magician will be on hand to amuse the crowds. In the evening from 7:30 to 9:30 there will be singing, dancing, instrumental music and vaudeville. At 9 o'clock Thursday evening drawing for the grand prize of one bushel of red clover will start.

Friday's program is practically the same. At 1:30 Prof. Hibbard of the University of Wisconsin will talk to the farmers in the high school assembly room on Farm Taxation and Prof. Watson of the same institution has been secured to speak on Improvement of the Soil.

On Friday evening the Outagamie Recreational Institute will have charge of the entertainment and in the afternoon the high school music department will take charge of the entertainment.

Prof. Gorman of the University of Wisconsin will have charge of the Recreational Institute. A program of folk songs, dances and games will be presented.

The program to be presented by the high school Friday afternoon will be as follows: Music by high school orchestra, "Bugle Boy," Drummer; "Dear Old Ireland," medley; "Sweet Melody" "Waltz" Ascher; "Diana Overture," Ascher; "Andante from the Surprise Symphony," Haydn; "War March," Mendelssohn; "Miserere," Verdi, and "Cedet Druli," Engleman; Dances by Nicolet, kindergartens, including "Hickory Dickory Dock" and "Yankee Doodle," songs by high school girl's glee club, "Come to the Fair," "Slumber Boat," and "Annie," "Old Zip Coon," dance by the Park school; "Virginia Reel," by students from Park school; songs by high school girl's glee club, "Santa Lucia," "Fairy and Elf," dance by Park school; presentation of a Dixie boy's glee club, "Dinah," "Annie Rooney," "Sweet Adeline" and "Hallelujah" will be the feature numbers. The musical program will be under direction of Miss Flora Heese, city supervisor of music. She was assisted by the Misses Eleanor Hahn, Martha Buelow and Lois Chambers.

ALLEYS GAIN GAME ON LEADING KIMBERLY TEAM

Kaukauna—The Kaukauna Alleys gained a game on the league leading Kimberly Alleys in Kaukauna-Kimberly. Three-man bowling league match Tuesday evening on Hilgenberg's alleys. The Kimberly team is two games ahead of the Kaukauna squad. Earl Evans' rolled high five game series with 963 and Williams of Kimberly rolled 961. Williams rolled 23 for high single game.

Scores: KIMBERLY ALLEYS
Van Able ... 195 150 192 199 148 581
Fox 139 179 151 168 158 733
Williams ... 169 200 190 179 223 561

Totals ... 501 529 533 546 529 2635
KAUKAUNA ALLEYS
Evans ... 213 213 176 151 210 963
Nagan ... 180 160 182 185 202 910
Hilgenberg ... 182 178 167 160 171 558

Totals ... 575 551 526 495 583 2731
League standings: W L Pct.

Kimberly Alleys 11 4 .737
Kaukauna Alleys 9 6 .693
Verboten's Tigers 7 8 .467
Lambie's Colts 7 8 .467
Electric People 7 8 .467
Bayorgeon's Bears 4 11 .267

KAUKAUNA CUBS DOWN APPLETION FIVE, 20-15

Kaukauna—The Kaukauna Y. M. C. A. Cubs won a 20 to 15 decision from D. of Appleton in a postponed Industrial league basketball game on the Appleton Y. M. C. A. floor Tuesday evening. Captain Miller scored four baskets for Kaukauna.

CHICAGO WOMAN WILL DISCUSS VACCINATION

Kaukauna—Mrs. Lora C. W. Little of Chicago will speak on vaccination Sunday afternoon and evening, March 20, in Elk hall. She also will discuss Tuberculin testing.

The Post-Crescent's representative at Kaukauna is Gordon Patton. His telephone numbers are 298 J and 10. Business with The Post-Crescent may be transacted through Mr. Patton.

CITY TO CARE FOR PARK PROPERTY AT RAILROAD TRACKS

Second Ward Aldermen Oppose Measure, Which Is Adopted by 7 to 2 Vote

Kaukauna—The city council Tuesday night decided to care for the park property abutting the Chicago and Northwestern railroad property on the south side. The proposal adopted 7 to 2, the Second ward aldermen opposing the plan. It was brought out that the city could force the railroad to pay for the removal of snow and cutting trees, but Mayor W. C. Sullivan believed it was inadvisable to antagonize the company as it has been making many improvements in its shops here.

A resolution instructing City Clerk L. C. Wolf to advertise for bids for an automobile for Miss Mattie J. Hayes, city nurse was adopted. The present car is in a badly dilapidated condition, Alderman W. H. Copp, chairman of the health board, reported. Decision on the type of car will be taken at the first meeting of the council in April.

Alderman F. Wiggers told the council he believed the team of horses used by the south side road district should be sold because of their old age. It was reported that the south side district was offered \$75 for the team which the council believed was insufficient. The council decided that the team should not be sold for another month or two.

J. B. Kendall, chairman of the park board, asked the council of its intentions in regard to the city parks for the summer. Mr. Kendall suggested that the trees be cut and trees trimmed.

He advised that the street department do this work. Mr. Kendall said he believed it necessary to put rubbish cans in each park.

City attorney Joseph LeFevere advanced an opinion that the park board has control of its own fund and the expenditures of the fund. Mr. Kendall suggested that new nature trails be placed around the tennis courts on the municipal grounds. The Kaukauna Tennis club had cleaned the courts for two years, the park chairman said. He added that the club is a fair representation of Kaukauna for it has a membership of more than sixty. One tennis court will be reserved for the use of club members. The park board has decided to plant flowers around the monument in Soldier's park in the second ward. Mayor W. C. Sullivan advised Mr. Kendall to prepare a statement of the amount of money necessary to care for parks next summer and to present his figures at the next council meeting.

A resolution instructing persons having any grievance against the new Lane-ast bridge or any one who believes it was not constructed properly should present said grievance to City Attorney Joseph LeFevere before the next council meeting was adopted. The city's attorney will determine the legal status of the complaint and any justified complaints will be taken to the council. The matter will then be taken up with the Worden-Allen company contractors.

A heated discussion preceded the resolution. It is probable that the controversy will be referred to a board of arbitration to consist of a man appointed by the council and one chosen by the Worden-Allen company. If they cannot agree, another will be appointed as provided in the contract.

John Conner said the city should claim liquidated damages because the bridge was not completed in the time specified in the contract.

The contract provides for a penalty of \$20 a day for every 24 hour delay in construction of the bridge.

City Attorney Joseph LeFevere believed the city should receive some compensation for the services of the city engineer in the building of the bridge. Joseph McCarty, president of the McCarty Construction company of this city, presented the construction company's side of the controversy. He believed the city responsible for some of the delays, more than the Worden-Allen company. City Attorney LeFevere will present some surety court decisions on similar questions at the next council meeting.

KAUKAUNA FORESTERS LOSE BOWLING MATCH

Kaukauna—The Appleton Foresters trounced the Kaukauna Foresters in three straight games in a low ball match on Hilgenberg's alleys Tuesday evening. Every game was taken by substantial margins. J. Brown rolled high single game of 220 for Appleton and F. Hilgenberg rolled 191 for Kaukauna.

Scores:

ART JONES SPECIALS, KAU.

Kaukauna—Mayor W. C. Sullivan

returned from Milwaukee Monday evening.

Frank Spindler returned from Milwaukee Sunday after spending the weekend with friends. z

The Rev. John Brenner of Milwaukee spent Monday with his parents, Mr. and Mrs. K. F. G. Brenner.

Philip Gaudette of Antigo, spent Tuesday in Kaukauna.

Edwin Miller left for Rhinelander

Wednesday morning where he has accepted a position with the Wisconsin highway commission.

Kaukauna—Mrs. Joseph Krahm and

Fred Mueller left for Chicago Wednesday morning to attend the funeral of their sister-in-law, Mrs. Joseph Mueller. Mrs. Joseph Mueller was well known in Kaukauna.

ART JONES SPECIALS, KAU.

A. Jones 125 146 155

G. Maul 182 167 180

Van Erke 184 119 178

H. Haasly 114 177 146

J. Hilgenberg 112 191 180

Totals 749 870 872

FORESTER CRACKER JACKS, AIP.

PLETON

C. Doerfer 146 148 288

S. Stungle 147 175 161

R. Dohr 140 169 166

J. Doerfer 185 182 192

J. Brown 181 220 203

Totals 802 894 917

GROCERS AND OILS TO FEATURE LOOP BOWLING

Kaukauna—The league leading H.

T. Strode Crokers bowl the Andrews

Oils in a Kaukauna Business Men's

league match on the first shift Wed-

nesday evening. On the same shift

Tendergrass Crokers meet Bayorgeon's

Butchers. The fast traveling

Mulford's Clothiers meet the second place

Maytag Washers on the second shift

and the Kaukauna Lumbermen roll

the Bankers in the other match of the

evening.

8 MAPLEHURST PUPILS NAMED ON HONOR ROLL

Cicero—The following students at

Maplehurst school had an average of

90 or over for the past six weeks. Report cards were given out Monday.

Viola Drephul, Arlene Withuhn,

Viola Biese, Dorothy Litzkow, Elsie

Riet, Violet Withuhn, Evelyn Rietz,

and Dorothy Barth.

VAN GOMPLE IS ELECTED INSURANCE CO. OFFICER

Little Chute—At a meeting of the

directors of the Farmers Home mutual

Fire Insurance company recently

Cornelius Van Gomple was elect-

ed secretary to fill the vacancy caused

by the death of John H. Lamers.

Members of the Jacob Cappus post

of the American Legion held their

regular monthly meeting at Legion

hall Monday evening. Plans were

made to hold a celebration here on

Independence day.

Members of the Little Chute band

will hold a meeting at village hall

Wednesday evening for the purpose of

completing plans for a free con-

cert to be given before Easter.

Miss Irene Van Sustern of Oshkosh,

spent Sunday at the home of her

parents, Mr. and Mrs. Henry Van

Sustern.

J. W. Robinson of Green Bay spent

yesterday here on business.

Francis Vaughn was the guest of

friends in Green Bay Saturday.

Miss Blanche Jansen of De Pere,

called on relatives here Sunday.

Mr. and Mrs. Martin Peeters of Mil-

waukee were callers Sunday at the

home of Mr. and Mrs. John Lamers.

Frank Gloudemanns of Beaver Dam,

spent Sunday at the home of his

parents, Mr. and Mrs. Arnold Gloudem-

ann.

Joseph Hiodgens of Appleton, was a

guest Sunday of Ralph E. Lowell.

Mr. Peter Dredrich of Freedom was

a business caller here Tuesday.

Volleyball scores for the first game

and second turnover in the American

Legion league are:

Won Lost Pet.

Matt's Clover Kickers ... 2 1 .666

Hennie's Snipers ... 2 1 .666

Silvers Slammers ... 2 1 .666

Willie's Wonders ... 1 2 .333

Jack's Sawdust Makers ... 1 2 .333

Scores for the second game are:

Won Lost Pet.

Matt's Clover Kickers ... 4 2 .

This Page Quickly Shows You Which Way The Opportunity Breezes Are Blowing

Appleton Post-Crescent Classified Advertising Information

All ads are restricted to their proper classification and to the regular Appleton Post-Crescent style of type.

Daily rate per line for consecutive insertions:

Charges Cash

One day .12 .11

Three days .36 .35

Six days .50 .49

Minimum charge .50

Advertising ordered for irregular insertions takes the one time rate.

Rate, no ad taken for less than basic to the line. Count 6 average words to a line.

Charged ads will not be received by telephone and will not be at office within six days from the first day of insertion each day.

Ads ordered for three, six or six days and above, half the insertion will only be charged for the number of times the ad appeared and adjustment made at the rate earned.

Special rate for yearly advertising upon request.

Publisher reserves the right to edit or reject any classified advertising copy.

Telephone 513 and for Ad Taker.

The following classification headings appear in this newspaper: and closely allied classifications being grouped together.

The individual advertisements are arranged under these headings in alphabetical order for which reference.

ANNOUNCEMENTS

2—Card of Thanks

4—Flowers, Mourning Goods.

5—Funeral Directors.

6—Monuments and Cemetery Lots.

7—Notices

8—Persons and Social Events.

9—Societies and Lodges.

10—Strayed, Lost, Found.

11—Automobiles

12—Automobiles For Sale.

13—Auto Trucks, For Sale.

14—Automobiles, Tires, Parts.

15—Garages Autos for Hire.

16—Motors and Bicycles.

17—Repairs—Automobiles.

18—Business Services Offered.

19—Building and Contracting.

20—Class, Dyeing, Renovating.

21—Dressmaking and Millinery.

22—Heating, Plumbing, Roofing.

23—Insects and Sureau Buds.

24—Laundries.

25—Moving, Trucking, Storage.

26—Painting, Papering, Dressing.

27—Professional Services.

28—Repairs and Redressing.

29—Tailoring.

30—Wanted—Automobiles.

EMPLOYMENT

32—Help Wanted—Female.

33—Help Wanted—Male.

34—Help Wanted—Male and Female.

35—Solicitors, Canvassers, Agents.

36—Situations Wanted—Male.

37—Situations Wanted—Female.

38—FINANCIAL

39—Business Opportunities.

40—Investment, Stocks, Bonds.

41—Money Lenders, Mortgagors.

42—Wanted—To Borrow.

43—Correspondence Classes.

44—Musical, Dancing, Dramatic.

45—Private Instruction.

46—Wanted—Employment.

47—Dogs, Other Pets.

48—Horses, Carriage Vehicles.

49—Poultry and Stock.

50—MERCHANDISE

51—Articles for Sale.

52—Books and Magazines.

53—Boats and Accessories.

54—Business and Office Equipment.

55—Business Products.

56—Fuel, Fertilizers.

57—Good Things to Eat.

58—Home and Garden.

59—Hot Goods.

60—Watches, Jewelry, Diamonds.

61—Machinery and Tools.

62—Machinery and Tools.

63—Radio Equipment.

64—Seeds, Plants, Flowers.

65—Specials at the Stores.

66—Sports and Games.

67—Wanted—To Buy.

68—ROOMS AND BOARD

69—Business Service Offered.

70—Business Service Offered.

71—Business Service Offered.

72—Business Service Offered.

73—Business Service Offered.

74—Business Service Offered.

75—Business Service Offered.

76—Business Service Offered.

77—Business Service Offered.

78—Business Service Offered.

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91—Business Service Offered.

92—Business Service Offered.

93—Business Service Offered.

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FARM TENANCY IN WISCONSIN SHOWS SLIGHT INCREASE

But There Are Fewer Tenants on Farms in Wisconsin Than in Other Central States

Madison—(AP)—Tenants occupy fewer farms in Wisconsin than in adjoining states, with the exception of Michigan, according to a report issued on "The Farm Lease in Wisconsin," by Dr. E. H. Hibbard, professor of agricultural economics at the University of Wisconsin, and Harold Howe, of the department.

In Wisconsin 15 per cent of the farms are rented, according to the report. In Michigan the percentage is 15.1; in Illinois 42; in Iowa 41.7 and in Minnesota 27.1.

Tenancy in this state apparently is on the increase, the report points out. In 1910 there were 24,654 rented farms. By 1920 they had increased to 27,238, and in 1925, the year from which the latest figures were taken, there were 29,158. At the same time, however, the number of farms owned had increased nine per cent.

Few farms are rented in the northern part of the state because of the low cost of land there, the report points out, adding that this land furnishes an outlet for farmers with limited funds who might normally become tenants.

Another reason for the low percentage of tenancy in the state is the large area not devoted to farming, says the report. It adds:

"There are other contributing causes. Dairying, which is the prevailing type of farming, does not lend itself as readily to renting conditions as does grain farming."

"Speculation in farm land, which leads to tenancy, has not been as great in Wisconsin as in most mid-western states."

"Another possible cause is that much of Wisconsin's population has sprung from thrifty European stock, people accustomed to the small, well-managed farm and who prefer ownership to renting."

One-third of the rented farms in the state were run at a loss and produced no income, it was indicated by a questionnaire conducted in connection with the study. Because of the limited number of replies received, this finding is not necessarily considered an accurate cross-section, however.

Nineteen per cent of those who replied said their received cash incomes under \$400; over 22 per cent from \$400 to \$500; over 17 per cent, from \$500 to \$1,200, and eight per cent \$1,200 and over.

Landowners themselves made little from the rental of their farms, results of another questionnaire indicated. Only three per cent of those replying reported net incomes of 7.5 per cent and over. Over 28 per cent received net incomes under 2.5 per cent; nearly 32 per cent, from 2.5 to 5 per cent; over nine per cent, from 5 to 7.5 per cent.

The report includes an exhaustive study of lease making, presenting the advantages and disadvantages of the various forms of leases, and furnishing guides for owners to follow in preparing leases for property according to the kind of crops involved.

LAUNDROMEN TO SPEND MILLIONS TO ADVERTISE

Appleton laundry owners will cooperate in a national advertising campaign to sell laundry service to housewives, according to I. G. Berg of the Uneda Damp Wash laundry. The campaign is being sponsored by the National Laundry Owner's association. The association has voted \$4,000,000 to be used in the campaign. This will be expended at the rate of \$1,000,000 per year. Laundry owners in the association will be assessed according to the volume of business they do.

Japan saw its first automobile in 1903. There were only three in Tokyo in 1907. Latest figures place the number of motor cars in use at 4,028.

Your Cough Will Leave You Quickly

Once you start taking Foley's Honey and Tar Compound Coughs and throat irritations, nervous hacking, hard racking bronchial coughs, and lingering "Bu" coughs yield to its influence and are quickly effaced.

Made by our own special process, it combines the curative influence of pure Pine Tar with other healing ingredients, and the mollifying demulcent effect of clear Honey.

It is a boon to those who suffer from troublesome night coughing.

A fine dependable medicine. Remember the name
FOLEY'S HONEY AND TAR COMPOUND
Sold everywhere

When You Try Your Best to Look Your Best
always be sure to use

MARINELLO
Phantom Powder

The charming improvement in complexion beauty lasts all day and the skin is provided with proper protection, as this powder does not wash off.

Marinello Shop

Phone 4616-W Hotel Appleton

A Formal Display of Spring Fashions

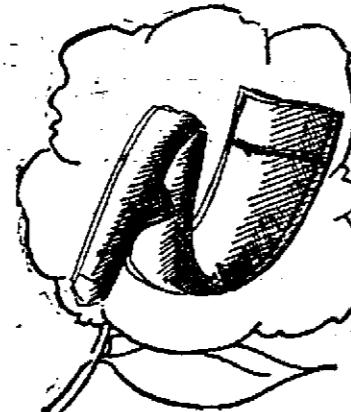
Apparel of Charm and Distinction for the Smart feminine world

SPRING! A magic word--woven into the tapestry of the illusion it imparts--nature holds the stage but not alone! Past the green fields and flower decked woods--saunter in review a kaleidoscopic array of

Frocks Coats Spring Furs Tailored Suits Ensemble Suits

—to say nothing of the hundred and one little novelties that radiate spring. The flowered shoulder—the bag and shoe ensemble in harmonizing or contrasting colors—wide belts of calf-skin—the two-skin fox scarfs in soft beige tones or grey—the compose theme in everything from shoes to millinery. Oh, Spring is a gala season

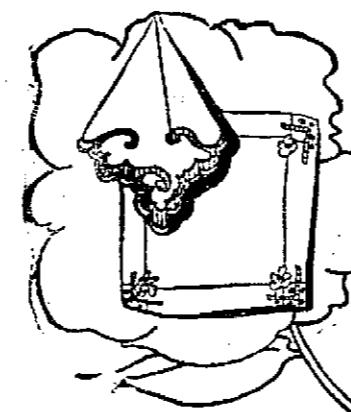
—and this one the gayest of all.



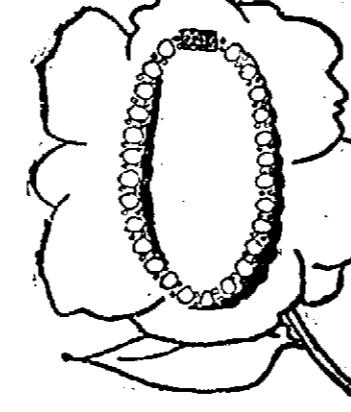
Smart Hosiery
accents the chic of one's new spring frock and coat. Cadet hose, with the pointed heel to slenderize the ankle, is \$1.95 a pair. Platinum, gun metal, cloth of silver, and beige are fashionable shades.



Silk or Mesh Bags
are lovely accessories as well as useful ones. Beautifully embroidered ones of silk in black and colors are \$3 to \$12.50. Enamored mesh bags in several colors are \$3.



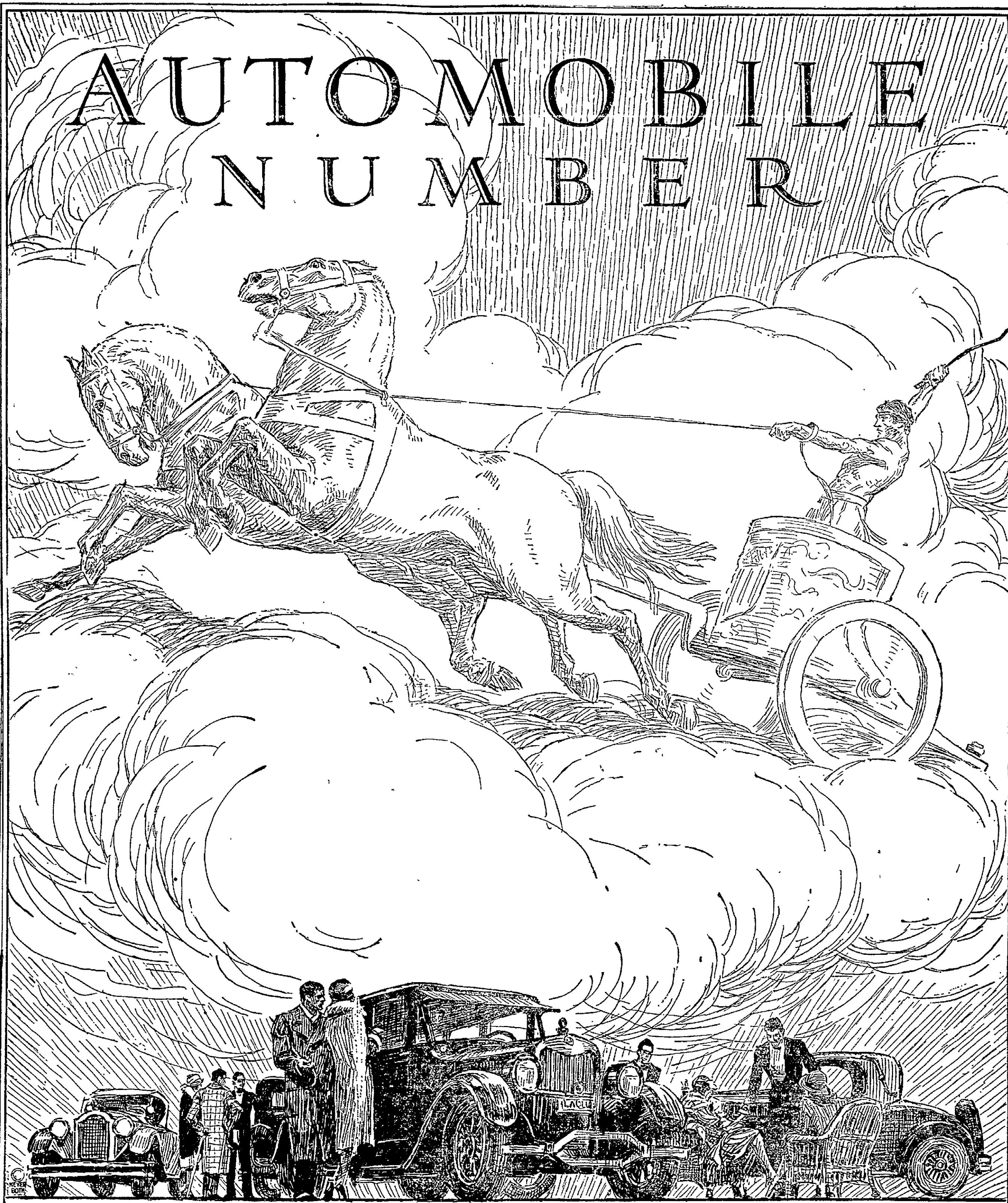
Lace-edged Embroid'rd
Handkerchiefs in these days have other uses than utilitarian ones. In dainty georgette with lace edges and embroidered corners they add much to one's smart appearance. In lovely colors at 50c, 75c, and \$1 each.



The Crystal Choker
continues to be the smart necklace and you may choose it in any of a number of pastel colors. Chime bracelets in silver and gilt are very narrow and intended to be worn half a dozen or more at a time. 25c each.



THE PETTIBONE-PEABODY CO.



DEALER'S INDIVIDUAL SALESROOM
AUTOMOBILE SHOW

THURSDAY, FRIDAY AND SATURDAY --- MARCH 17-18-19

During The Day

In The Evening

**FEWER MAKERS NOW
BUT BETTER CARS
OFFERED TO PUBLIC**

Buick Chief Tells How Eliminations Have Helped Whole Motor Industry

BY E. T. STRONG
(President And General Manager, Buick Motor Co.)

It is a good time to take stock of this industry of ours and see what lessons have been learned from the last quarter of a century that can be applied to advantage in the future. We find we have entered an era which is nearer certainty than any previous time. We find that a great deal of speculation has been removed. We are better educated than we were a few years ago when it was necessary for pioneers to sell the automobile to the public. We have put behind us the highly competitive years when six hundred companies were scrambling for a foothold and this number has now been reduced to less than 10 per cent of the original total. We now know that the automobile is an accepted commodity and an absolute necessity. Under normal conditions we can depend upon a certain amount of business each year from the replacement market and the natural increase in population. We are assured of a yearly increase in registrations which is dependent on what might be termed a registration ratio.

INCREASE RATIO SAYS
In 1917 registrations increased 40 per cent over the previous year. Since that date the trend in the increase on a percentage basis has steadily declined. Today the growth in registrations is on a much lower ratio. In 1925 it amounted to about 15 per cent and each year it is growing smaller.

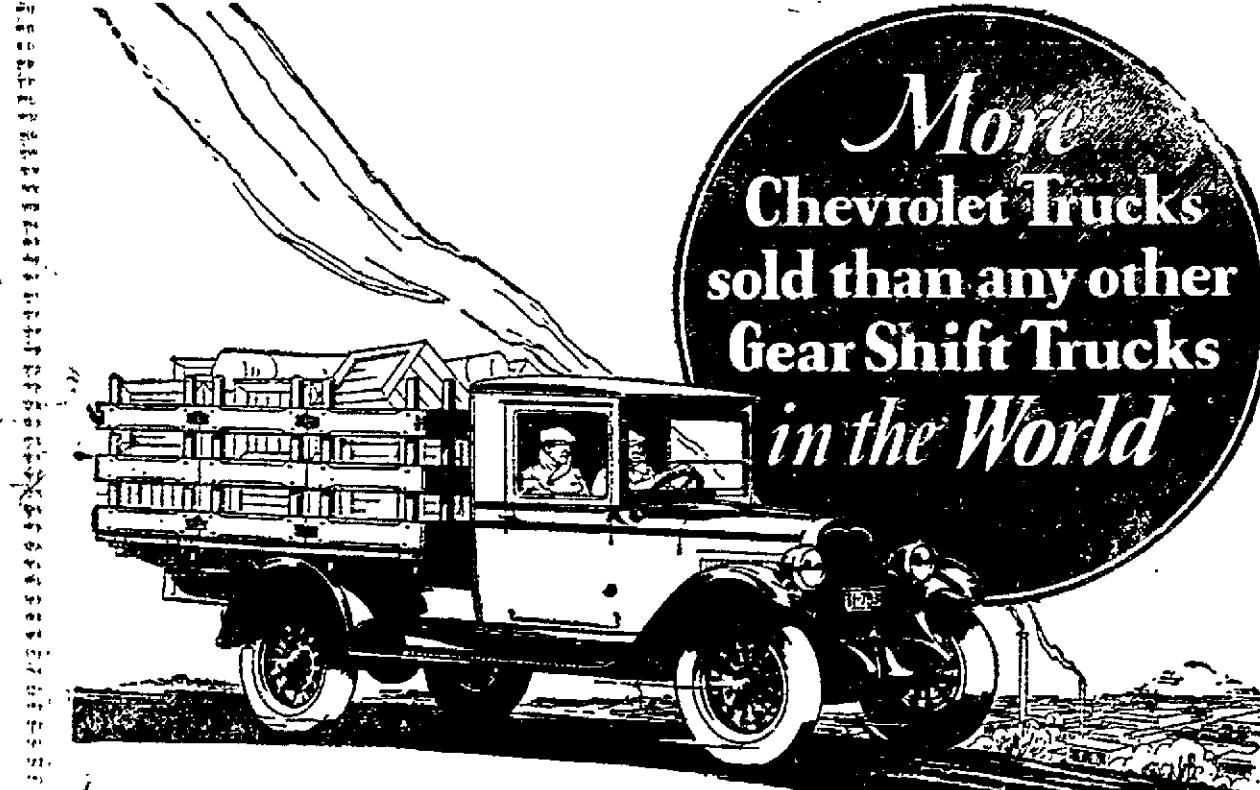
This means that we are establishing a registration ratio which will probably amount to a very small per cent seven or eight years from now and which will represent the yearly increase in registrations based on the natural increase in population. Add to that the replacement market, new owners and the export market and you have the automobile market of the future.

MEANS EVEN PRODUCTION
The industry is no longer shooting in the dark. The entire industry knows just about how much business it can expect from year to year and can arrange its production schedules accordingly.

We are now able to level off our production schedules and divide production more equally among the sensations. This is an economy which is reflected in the lower prices and higher quality automobiles of year to year.

Competition has not decreased, but it is a different kind of competition. The fewer companies who now do the bulk of automobile business are the survivors of the more speculative era of competition which we passed through the early years of the industry.

We now have in the market products of manufacturers which for the most part are backed by reputations of worth. This means that the public no longer needs to guess — the



Chevrolet stands unchallenged as the world's largest producer of gearshift trucks.

With its powerful valve-in-head motor — now equipped with AC oil filter and AC air cleaner; with a 6-inch channel steel frame, super-rugged rear axle and modern 3-speed transmission, recently improved — it is praised by users everywhere as the greatest commercial car value of all time.

Only the economies of tremendous volume production make possible such super quality at Chevrolet's low prices. Come in and see the truck that has won worldwide leadership. Learn why it has given such supreme satisfaction to so many users of every type — big fleet operators and individual owners.

S. & O. Chevrolet Co.

511 W. College Ave.

APPLETON

Phone 869

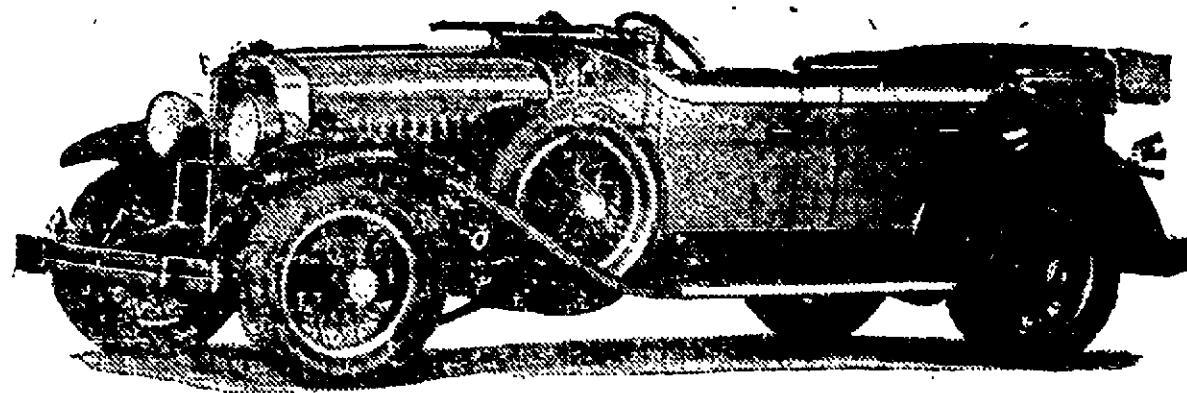
Associate Dealers —

K. & B. Auto Co.
Black Creek

Stumpf & Hartzheim Co.
Sherwood

WORLD'S LOWEST PRICED GEARSHIFT TRUCK

CADILLAC COMPANION CALLED "LA SALLE"



THE LA SALLE, CADILLAC'S COMPANION CAR

**Don'ts For Motorists And
Some For Pedestrians**

FOR MOTORISTS

1. Don't fail to look out for children. You can never tell what they'll do and you're always in wrong if you hit one.
2. Don't pass a standing trolley car. Some day the jury may call man slaughter.
3. Don't speed around corners for it's a straight road to the hospital.
4. Drive on the right side of the road; it's the only safe side.
5. The fact that you had the right of way won't bring anybody back to life — least of all yourself. Use discretion.
6. Do not stop short without giving warning. The other fellow is no mind reader.
7. Do not back up without looking to the rear.
8. Do not park or pass on curve or hill. There's plenty of straight road.
9. Slow down when approaching a crossroad; it is nearly as dangerous as a railroad crossing.
10. Be courteous to other drivers and traffic. Courtesy prevents accidents.

FOR PEDESTRIANS

1. Do not jaywalk. "Better" careful a thousand times than a cripple once."
2. Do not alight from moving trolley cars. It's always dangerous.
3. When walking from behind obstructions to vision, look before you start.
4. Do not walk out from behind parked cars. Motorists can't see through automobiles.
5. Do not read newspapers while crossing a street. It's bad for the public knows. In the narrowed field of choice there is a reliable car for every purse and for every purpose backed by a company of unquestionable stability.

ELIMINATION AIDED INDUSTRY
The manufacturers, too, have profited by this process of elimination. Each company knows about what percentage of business it will get out of the total business for any particular period. This knowledge, this certainty, is the most valuable development the industry has undergone since its birth.

NEW PROCESSES TESTED
Predictions of revolutions in energy sources have increased since the closing of the recent International Conference on Bituminous coal here, at which it was developed that France and Germany had gone further than other countries in coal research.

Attention is being directed, not to the mines as in the past, but to the laboratories, said a scientist, a layman, a coal expert and a government chemist.

"Some processes which are talked about a great deal can be adopted profitably," said Dr. Thomas S. Baker,

president of the Carnegie Institute of Technology and sponsor of the international coal meeting.

WIDER USE OF GAS

"There are great deposits of low grade coal in America which, when subjected to certain processes, can be transformed into higher priced products."

Dr. Baker pointed out that the most difficult problem facing the coal men from a business standpoint is overproduction.

"Abstract research," he added, "is likely to be more profitable than solving the everyday day problems."

A. C. Fieldner, chief chemist of the United States Bureau of Mines, said he forces the approach of the day soon when gas will be used in nearly all homes to take the place of coal heat.

Some of the poorer class homes, he believes, will use coke extracted from coal by a process of low carbonization distillation. Either course would eliminate the problem of smoke.

MOTOR FUEL POSSIBLE

"Enough work has been done," he said, "to show that when the need arises a gasoline substitute can be made for a low price not prohibitive for automotive use."

C. E. Lesher, assistant to the president of the Pittsburgh Coal company, predicted that research will devise a substitute for anthracite, oil, gasoline and other processes for developing fuel.

A smokeless solid fuel out of soft coal, he asserted, will be a future fact. The development of such a fuel, he said, will make for steady mine operations, more finance and other signs of prosperity.

F. W. Sperr, Jr. advisory fellow, of the Mellon Institute of Industrial Research, said coke will become more generally appreciated through the current scientific investigations.

**RADICAL CHANGES
IN NEWEST MODEL
FORDS THIS YEAR**

**Wire Wheels Are Standard
Equipment of Sedans —
Carburetor Is Improved**

The Ford is of particular interest this year, due to major improvements incorporated recently. The new Pyroxylon colors enhance the lines of the various models, and for those mechanically inclined, the new hot-plate vaporizer carburetor, standard equipment on all models, and the new steel wire wheel equipment, recently made standard equipment on the Ford Tudor sedans, are of interest.

Ford steel wire wheels are of an unusual design and represent a departure in construction, being an exclusive achievement of the engineering division of the Ford Motor Co. No other manufacturer is using this type of wheel. They are lighter in weight than the conventional wood wheels, although under tests they have proven eight times stronger. The entire wheel is an integral unit, every spoke being spot-welded.

They cannot become loosened while the car is in motion and will stand up under more abuse than wood wheels. Because of the drop center feature, a tire may be replaced easily and quickly without the use of tools or equipment.

IMPROVED CARBURETOR

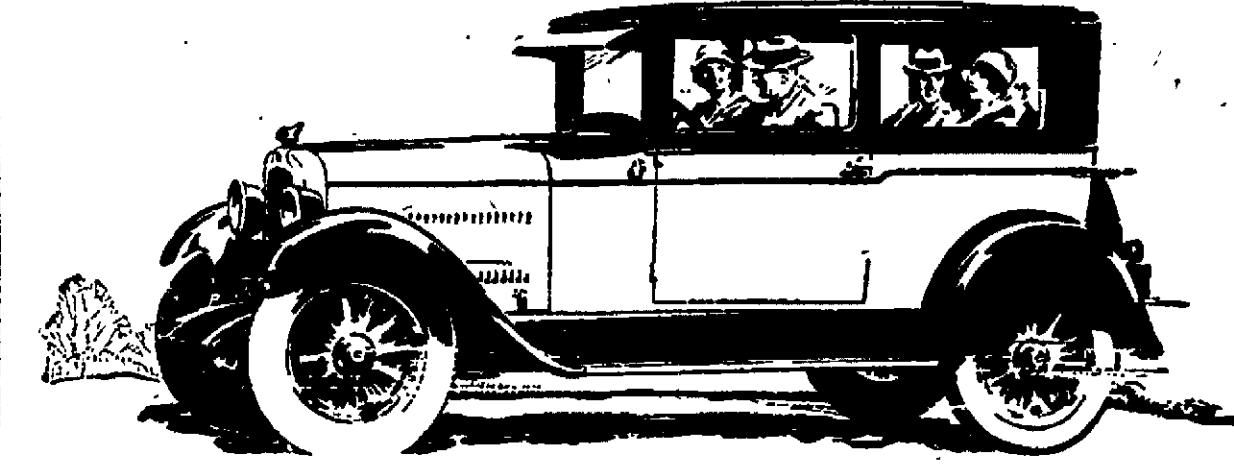
The hot-plate vaporized carburetor,

under recent owner tests developed

mileage average all the way from

30 to 45 miles per gallon of gasoline.

WHAT PONTIAC IS SHOWING



is no loss of power as would be the case if the entire charge were pre-heated before entering the cylinder.

With the perfect vaporization and complete combustion of every particle of gasoline in the cylinders, carbon is reduced to a minimum, obtaining smoother operation in both low and high speeds, more power in each cylinder, resulting in increased mileage. Due to the fact that not all the air is heated, there is no loss of power as would be the case if the entire charge were pre-heated before entering the cylinder.

Nearly New

WHIPPET Run 2000 Miles

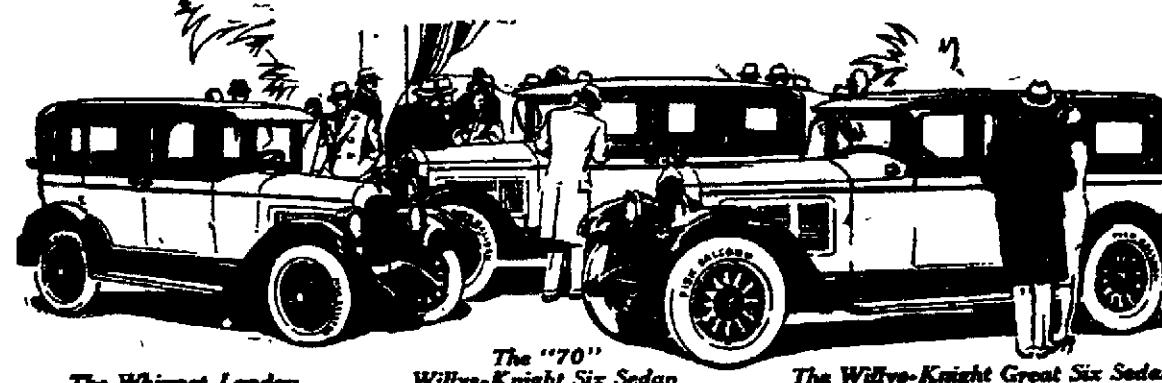
A two door sedan just like new. A careful owner drove it two thousand miles and traded it in toward a 1926 Chrysler "70" sedan. Completely equipped with bumpers, moto-meter, spare tire and tire cover, also has other special accessories.

This car was sold for \$840 delivered equipped, our price now only \$640 at terms to suit purchaser, besides we will take your car in trade.

Gibson Auto Exchange

WILLYS-KNIGHT SIXES

FOURS OVERLAND Whippet SIXES



ENGINEERING LEADERSHIP

Attracting The Crowds

**SEE OUR
DISPLAY**

— Of —

Willys-Knight

— And —

Whippet

Special Showing
March 17, 18, 19, 20

THE Whippet — \$625 to \$755. Famous for its "30 miles on a gallon", 4-wheel brakes and low gravity center. Smart, powerful, roomy. At new reduced prices, now more than ever the outstanding leader in light car values!

THE Willys-Knight Great Six — \$1850 to \$2295. Now more beautiful — more powerful — more luxurious. An engine that grows smoother, quieter, more efficient with every mile of service.

THE "70" Willys-Knight Six — \$1295 to \$1495. With new beauty of interior detail — new refinements of coachwork — smoother operation — great power and speed.

O. R. KLOEHN CO.

PHONE 456

**KEEP VALVE CAPS
ON TIGHT TO STOP
LEAKAGE OF AIR**

Many Times Alleged Tire
Trouble Is Due to Careless-
ness of Motorist

The general opinion of the car owner
on the loss of pressure, particularly
in balloon tires, seems to be that the
valve is leaking.

This is a problem that Goodyear
has been giving serious study for a
long time. Tests of every possible nature
have been made in actual road
service for comparison with complete
laboratory tests.

The valve plunger which is responsi-
ble for holding the pressure within
the tire is a delicate piece of mechan-
ism—the functioning of this plun-
ger is dependent upon obtaining a
perfect seating of the brass cone into
the little rubber gasket in the cap
which is placed at the top of the
spring.

Each time a tire is inflated, the
plunger seating or seal must be broken
to permit the entrance of air. In
many cases while inflating a tire, a
very small particle of dirt mixed with
greasy or wet air may become lodged
upon the little rubber gasket and pre-
vent the reseating of the perfect
seating that had previously ex-
isted between the brass cone and the
rubber gasket.

This leak may be very slow and not
noticeable to the car owner unless he
takes the trouble to test each valve
after such inflation. It is a condition,
however, that does exist, and to
some extent is a fact, that is contrib-
uting to the necessity for more
frequent refilling of balloon tires.
Unfortunately it is a condition that
cannot be definitely controlled.

For some time past, as you are no
doubt aware, a prominent valve man-
ufacturer has been carrying on a
very extensive program of national
advertising in an effort to educate
the public on the necessity of screwing
a valve cap onto each valve
tightly. If this is done, a second
air-tight seal is provided and a slow
plunger leak is arrested.

That such a campaign is necessary
was proved recently when members of
our Development Department un-
dertook a check on cars parked along
the streets of Akron. A total of 189
tires including spares on every forty
cars were examined and of these 71
tires or 41% either had no valve caps
or the caps were not screwed down
tight enough to seal the end of the
valve. Of the 71, eighteen were leaking
through the valves.

Here were 18 leaky valves, which
could have been corrected by the use
of a valve cap or by the simple oper-
ation of tightening the valve cap.

Since this condition is so prevalent
and has such an important bearing
on the mileage, make it a point to
caution your customers. Make sure
that the valves in their tubes are an
tight.

In terms of loss of pressure in
pounds per week, the pressure loss
in the balloon tube of today is no
greater than it is in high pressures.

In the case of high pressure tires,
the user inflates to 60 or 70 pounds
pressure and he has a tube of com-
paratively smaller volume capacity.
For balloons usually 30 to 35 pounds
pressure is the inflating figure and
the tube is of very much greater
volume capacity.

The average car owner judges the
need for refilling by the appear-
ance of the tires rather than by test-
ing with a gauge.

The high pressure tire being small
in cross section and having been in-
flated to a much higher pressure in
the beginning, naturally runs longer
until it takes on the appearance of
needing more air than the balloon
tire which started out at 30 pounds
pressure. At 25 pounds, a drop of only
5 pounds, it begins to look badly de-
lated.

Based on the laboratory and road
tests conducted by Goodyear the
opinion is that the normal loss of pres-
sure by diffusion with reference to
time can be expressed as a percentage.
For example, it can be said that
the average tube loses 10% per week.
This means that as the pressure de-
creases due to leakage, the amount
also decreases, but the amount is still
10% of the pressure.

Actual observation on the road indi-
cates that the pressure loss ranges
from 2 pounds to 3½ pounds per
week. Present indications are that
during the warm weather, the loss
comes nearer the higher figure, and
with lower temperature the loss will
be nearer the lower figure. These
figures also vary somewhat with tire
size.

However, if no valve cap or dust
cap is used, you have no secondary
seal.

**A New Service For
All Car Owners**

Four Washings and Four
Greasings, All for \$13.00

This is a new plan. Due to the increase in the
volume of our business, we are able to make this offer to all car
owners. Here's a chance to save money. This special price
has been offered, and at the same time the quality of our
workmanship has been maintained.

Our Motto—"Service & Satisfaction"

This special offer includes our regular service, a com-
plete washing including a vacuuming of the inside of your
car. We use the latest method of greasing. Our high pres-
sure lubrication system thoroughly greases all parts of your
car.

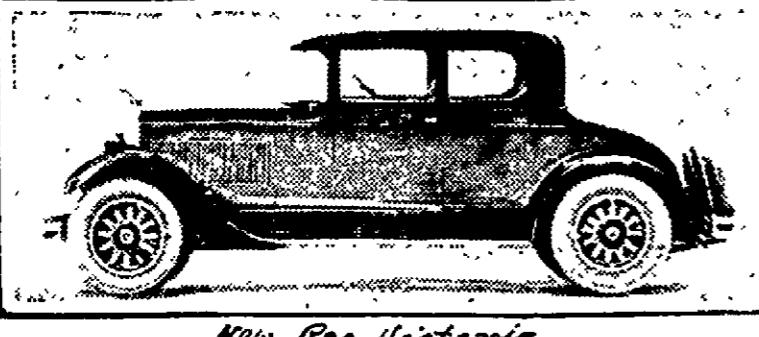
We Repair All Makes of Cars
We Call for and Deliver

Wagner Auto Maintenance Co.

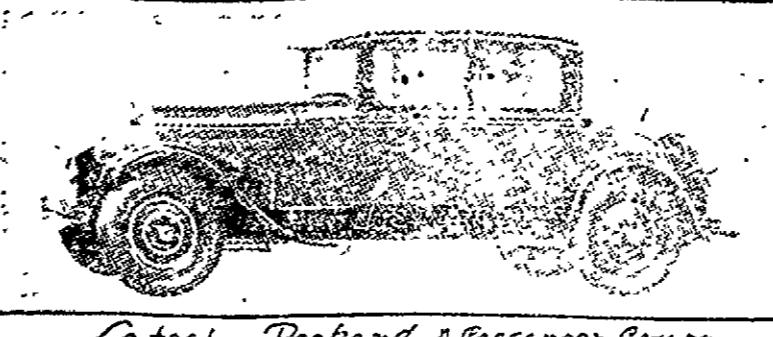
"Turn Left At The Rear of Aug. Brandt Bldg."

319 W. Washington St. Tel. 3546

HERE ARE TWO AUTOMOBILES YOU WILL WANT TO LOOK AT



New Reo Victoria



Latest Packard 4-Passenger Coupe

**LOOD OF ORDERS
FOLLOWS WORD OF
NEW PONTIAC SIX**

**Dealers Report Tremendous
Public Interest in New Car
Announcement**

ard 4-cylinder cars during 1926 than
any 6-cylinder manufacturer in the
world. Obviously it is their plan to
increase production of this popular
model. The larger car is to be built
in a separate plant so that it will not

conflict with the increased produc-
tion of the 4-cylinder job.

The new car is not expected to be
ready for delivery until July.

"Some factories have actually de-
veloped and produced two or three

models in a short period of time, but
the Dodge Brothers have not yet made
any experiments on the product," said Mr. Edwards.

"It is a matter of time," he said, "but we will

occupy a price field substantially

higher than our 4-cylinder car and

will be produced in limited quantities,
so that it will not have any tendency to

decrease our desire or ability to

continue merchandising an increas-
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"It is a matter of time,"

LA SALLE **EMBODIES**
BEST FEATURES OF
CADILLAC DESIGN

Cadillac Engineers Have Been
Leaders in Improvement of
Motor Manufacture

Because the Cadillac 90-degree, V-type, eight-cylinder principle of engine design has been such an outstanding success since its introduction by the Cadillac Motor Car Company thirteen years ago, this principle was adopted for the LaSalle, the companion car which the company has introduced at its spring salon, March 5-12.

The LaSalle is designed by Cadillac engineers and manufactured by the Cadillac company completely within its own plants.

The company's principle of engine design has the most remarkable history. It was introduced in 1911, at a time when automobile engineers throughout the industry were almost exclusively experimenting, and embodied in a highly developed form the ideas when automotive engineers were then seeking.

Its compactness, fluidity of combustion, smoothness of operation, unusual power and performance, and its freedom from trouble established new standards of fine car performance which motors endorsed so emphatically that nearly 250,000 cars powered with this type of engine and produced by this manufacturer have been purchased. And in the thirteen years since its introduction, the company's production of cars of this type has been greater than the total combined production of all other fine cars in the same price class and above.

Because this principle of engine design proved to be inherently and fundamentally right, the design has not been altered, and changes introduced by the company engineers since the production of its first eight-cylinder car have been improvements and refinements of the original.

In 1923 the Cadillac company bought out an outstanding improvement on its 90-degree, V-type eight. This was the compensated crankshaft. By virtually eliminating vibration at all speeds this device solved a problem which had puzzled automotive engineers for many years.

The advantages of this type engine were further enhanced by Cadillac's development of a thermostatic method of controlling the cooling system. This was the first time such a device had been applied to motor car engines and this feature was made possible by the introduction of automatic shutters installed on the radiator and operated by a thermostatic member in the upper tank of the radiator.

Another outstanding accomplishment was the introduction of the Cadillac system of crankcase ventilation in 1925. Since the earliest development of the internal combustion engine, one of the most difficult problems was presented by the leakage of unburned gasoline and water vapors from the combustion chambers into the crankcase oil. This difficulty has been so successfully combat in this car that the engine may now be run 2,000 miles without a change of oil.

The Cadillac principle of engine design has been adapted to the particular needs of the LaSalle. Equally-spaced and overlapping power pulses provide a smooth flow of velocity power for the engine. Because of the 90-degree angle between the cylinder blocks, the impulses occur at equal intervals, increasing smoothness of operation. Firing at each quarter turn of the shaft, two cylinders are together exerting a driving force on the crankshaft. The result is a flexibility that gives the LaSalle its remarkable power and acceleration.

In addition, the LaSalle engine, like the Cadillac, is characterized by simplicity, light weight per horse power, and fewer moving parts. These features contribute greatly to long life and dependability.

**POSTS ON BATTERY
MUST BE KEPT CLEAN**

Corrosion Will Take Place if
Terminals Are Not Wiped
Dry

A great deal of electrical trouble may be directly laid to dirty terminals. So states Mr. Schroeder, proprietor of the local Willard Service Station.

"One of the five important points of our inspection service which is given to all batteries that are brought in for testing and filling service here, is the cleaning of terminals," says Mr. Schroeder.

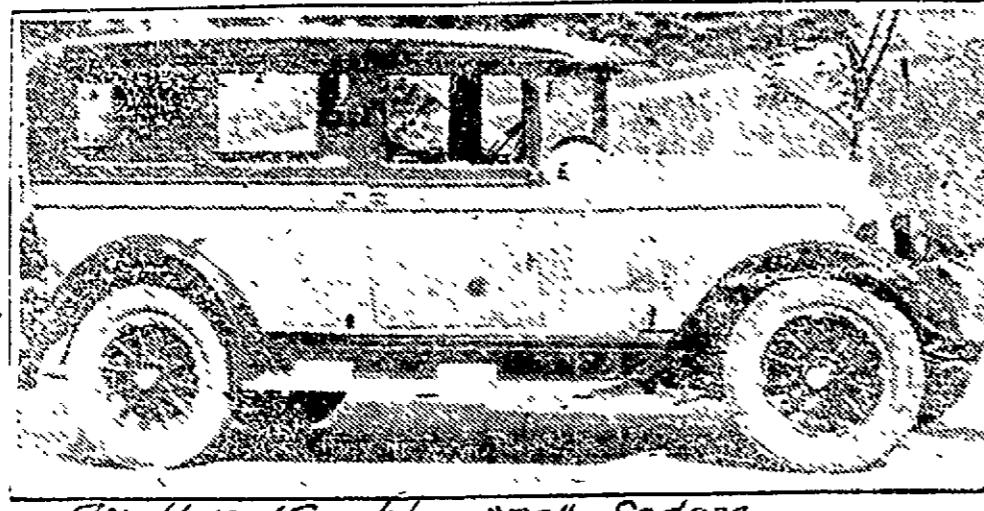
The positive terminal will corrode through electrolyte action. The gas spray which is prevalent when the generator is charging the battery will collect on terminals and posts and the positive terminal will disintegrate and corrode if it is not kept clean. The negative terminal is not affected by the spray, but it should be cleaned also. After cleaning, the terminals should be tight on the post and a good electrical connection insured. A too tight terminal is the result of carelessness as the design is such that tight control can be obtained. Duty terminals will cut down performance, that is, the battery will not charge and will not permit the starting current to flow. Both loose and dirty terminals are liable to put increased resistance in the current and with a third brush regulated generator are liable to cause lights to burn out, at some time or other. This should never be permitted to happen because regular attendance at a battery station will take care of these things. A small thing—a much neglected thing—but an important thing, nevertheless, keeping terminals tight, clean and greased.

Radio has familiarized a lot of people with the fact that an electrical circuit is not complete without a ground connection.

"The electrical circuits in automobiles have ground connections, which often causes a lot of trouble to motorists if not watched."

In the cars of today, it has become almost universal in wiring the car to use the single wire system, that is to use the frame of the cars as one side of the circuit, grounding the generator, the starting motor and the battery. As the start and the generator can be grounded within their

HERE'S ONE YOU WILL WANT TO DRIVE



ADVERTISEMENT REGALS
FIRST MOTOR IN AFRICA

COURTESY OF GIBSON AUTO EX-
CHANGE

By G. J. Schwartz, Mgr.

THREE years ago the Gibson Auto Exchange, Scott, S. C., put on a motor car in Johannesburg, the center of the

tremes, it is necessary to run a lead from the battery to the motor. This current is from the battery to the motor, and an interval of 1/2 second is necessary. A loose ground will not permit the battery to start the motor to work to the best of their ability. Because the engine cannot draw all the required current from the battery. Many times a loose ground will cause the lights to burn out, which is an unnecessary expense and annoyance.

The ground connection sometimes comes loose in traffic causing the motorist to stall.

diamond fields of South Africa, when 19 years old and John Peter Hess, one of the pioneers of the Rand, had just returned from England where he had met the Honorable Charlie, later to be known as the founder of the Rolls-Royce Co., who was an old college friend of his. The two men had taken part in the first motor outing ever held in the London to Brighton run of Nov. 14, 1896. Impressed with the possibilities of a new form of locomotion, Mr. Hess went over to Germany, bought a car from the Benz factory, and the following month the car was delivered to him in South Africa. He drove it right through the diamond fields.

You can see all the automobile down there now that you want, for nothing but in January, 1896, people crowded the doors, paying two shillings a session, to see the fast horseless carriage.

Today moving pictures would have made the automobile famous even before one was actually brought into the country, but in 1896 the moving picture was also unknown. Mr. Hess allowed a number of his

friends to ride in the car and predicted enthusiastically that in time, automobiles would be built to go as fast as 20 or even 30 miles an hour.

Mr. Hess later on sold the car to Mr. Jacob who used it effectively in his advertising, allowing all customers who bought a pound of his tea or coffee to take a seat at the car as a premium for buying.

FEW CHILD FATALITIES
Realizable progress in the reduction of the number of children's fatalities in automobile accidents has been accomplished in Louisville, Ky., according to the National Automobile Chamber of Commerce. The child mortality fatalities in that city were 69 per cent lower in 1926 than in 1925.

CAUSES FOR DEAF
Residents of Vienna whose hearing is subnormal wear armbands of yellow with three black spots to protect them from traffic accidents. Many pedestrians who have been hit by vehicles were found to have defective hearing.

**OLDSMOBILE SALES
IN LAST TWO MONTHS
AHEAD OF LAST YEAR**

February Retail Sales 32 Per
Cent Greater Than Greatest
February in History

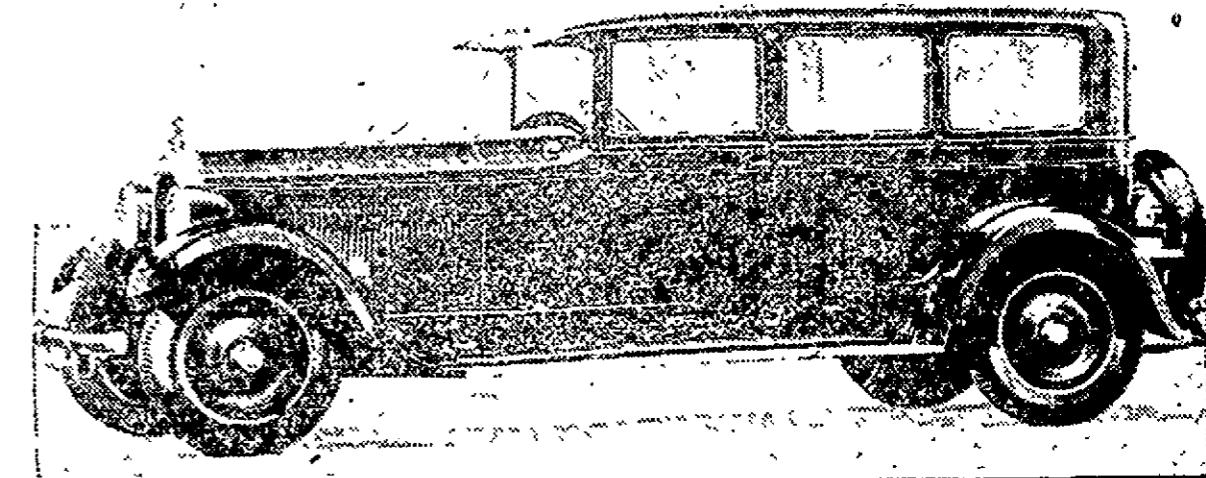
Increased sale of Oldsmobiles for the first two months of this year is evidence that the predictions of continued prosperity for this country during 1927 were based upon substantial reasoning. The sales of Oldsmobiles during January and February have exceeded those of the same months last year by a generous margin, facts official report.

The February increase alone was 22 per cent over last year's sales. This gain is figured on retail only.

These gains are stepped up in view of particular importance inasmuch as they are increases over 1926 when the largest sales record of Oldsmobile's history was made. The 1926 sales totaled an increase of 53.15 per cent over those of the preceding year and was one of the outstanding advances in the industry.

Factory production of the Olds Mo-

NEW PAIGE 5 PASSENGER SEDAN



New Paige 5 Passenger Sedan.

Works is being increased — in fact has steadily been stepped up since the first of the year — to provide sufficient cars to meet customer demand. The larger production has been made possible by additional building machinery and equipment resources which were placed in operation the first of 1927.

During the past two months factory officials have dealer meetings held simultaneously with automobile shows in various parts of the country. In this way they have been in close touch with conditions throughout the east, central, south and northwest and the south. Dealers in all localities visited are optimistic regarding spring business, the officials report, and general trade and industrial conditions appear most favorable. In addition to the encouraging outlook, the dealers declared that the recent addition of four-wheel brakes and larger balloon tires without price change places them in an enviable position in the public eye.

**Rely On Us To Keep The
Electrical System of Your
Car In
Perfect
Condition**



Special machinery is in use here to Recharge and Repair all makes of Batteries. Batteries Recharged in only 8 hours.

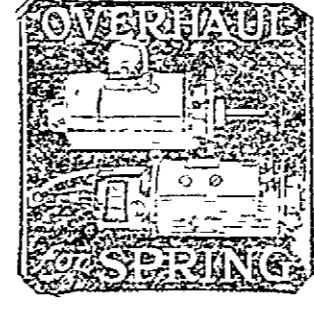
Three Expert Electricians are here, ready to serve you! Either drive in our station or Phone 104 and we will send our truck to your place. We also carry a large stock of Horns, Batteries, Light Bulbs, and Parts.

Have your Battery Tested here at least every two weeks.

**We are the official Delco, Remy,
Klaxon, United Motor Service Station**

A complete stock of Parts, Factory Testing Equipment, and Factory Trained Mechanics, will enable us to give better service.

Delco, Remy, Starting, Lighting and Ignition Systems, are standard equipment on 60% of the cars manufactured. Klaxon is standard Horn Equipment on 50% of cars manufactured.



In addition to this service contract, we are Official Factory Representatives for Bosch Magneto and Ignition, Eismann Magneto, for North-East Service, Leece-Neville Starting, Lighting System, Wagner Starting, Lighting and Ignition System, Webster Magneto and Stromberg Carburetors. A complete stock of Genuine Parts, "Auto-Lite" and Atwater-Kent are carried. Repair your Electrical System with Genuine Parts.

**WILLARD
BATTERY**

11 Plates — 6 Volts

\$21.95

**WILLARD
BATTERY**

13 Plates — 6 Volts

\$16.50

**Appleton Battery
& Ignition Service**

210 E. Washington St.

Phone 104

WILLARD
STORAGE
BATTERIES
OFFICIAL SERVICE STATION

1925 Jordan Brougham

This model is THE SPORT MODEL of all Jordan's cars. Very desirable and in the \$2600 price class. We are fortunate indeed to be able to include this fine car among our GIBSON SPECIALS today.

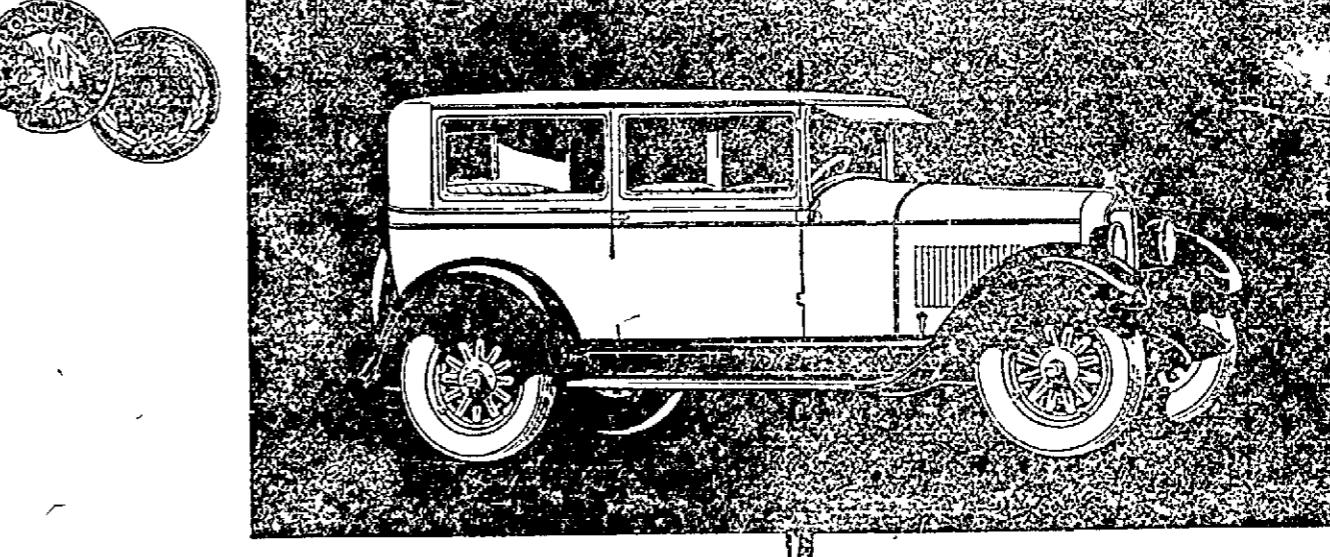
Completely equipped at the factory, this car retains all its efficiency and appearance inside and outside. \$995 is our price, you settle the terms.

Gibson Auto Exchange

GENERAL MOTORS' LATEST ACHIEVEMENT

The New and Finer

PONTIAC SIX



**SEDAN
\$775**

Oakland today announces an entirely new line of Pontiac Sixes, notably enhanced in beauty, incorporating numerous refinements in design, and carrying new low prices.

New Fisher Bodies

Never in any low-priced six have been achieved such commanding beauty and luxury as in this latest achievement of General Motors. Lending luster to even the Fisher tradition of masterly craftsmanship, the new bodies by Fisher are longer, lower and super-sleekly executed to the lightest detail.

All New Duco Colors

All body types are finished in new combinations of Duco colors. Original and fresh, these colors range from Beverly Blue and Black on the Sedan to Cherokee Gray on the Sport Cabriolet.

New Beauty and Style

Pontiac Six beauty has always been outstanding. But now in these new and finer models has been achieved not only new beauty but also an arresting rakishness—the results of a deeper radiator; larger, heavier, and more sweeping crown fenders; and more massive headlamps. Windshield and body

pillars are narrowed to conform to the accepted custom-built vogue and to provide a wider arc of visibility. Window ledges are smartly recessed and finished in a contrasting color.

Mechanical Refinements

In addition to the numerous elements of greater beauty and style, the new and finer Pontiac Six introduces many new features and refinements in engineering design—such as tilting-beam headlamps, the new body by Fisher are longer, lower and super-sleekly executed to the lightest detail.

All New Duco Colors

Two entirely new body types of characteristic beauty have been added to the Pontiac Six line. These are a dashing, youthful Sport Roadster, finished in Lucerne Blue, striped with Faeis Red; and a 4-passenger Sport Cabriolet, with Brevoort Green top and fenders, and body in Cherokee Gray, striped with orange to rival in smartness the highest priced cars of the day.

Come in and see the New and Finer Pontiac Six!

AT NEW LOW PRICES

Sedan - \$775 Sport Roadster \$775 Sport Cabriolet (4-pass.) \$835
Coupe - 775 Landau Sedan 895 DeLuxe Landau Sedan 975

All prices at factory

KURZ MOTOR CAR CO.

809 West College Ave.

Phone 3490

**GRAHAM TRUCKS
PROVE STABILITY
IN DESERT WORK**

Ease of Handling Is Important Feature to Consider in Truck Purchase

The desert section of Egypt, where the very landscape shifts as hot winds pile and re-pile billows of sand, is the world in the permanence of its work of man. The pyramids, built more than 3,000 years ago, stand practically unchanged by the ravages of time.

This ideal of building for long life, originated centuries ago, still endures in Egypt. So, when the Asiatic Petroleum Company (Egypt), Ltd., sought to build up a transportation system of utmost reliability and permanence, for distributing motor fuel, Graham Brothers trucks were selected. The long life and superior ability of these trucks to meet desert conditions has been demonstrated by practical use over a period of many months.

The Graham Brothers trucks in many instances have taken the place of camels formerly used to carry gasoline. In making the change, remarkable figures on the long life of Graham Brothers trucks as compared with camels came to light.

Comparing mileage covered and load carried, Graham Brothers trucks actually have longer lives from the standpoint of work done than average camels.

This is true despite the fact that the camel, next to the elephant, is known as one of the longest lived beasts of burden—the average camel being useful 30 to 40 years. But a single Graham Brothers truck can carry eight camel loads and at a speed of more than five times that of a camel. Thus the working capacity of one of these trucks for a given period of time corresponds to that of a caravan of more than 40 camels.

In covering 100,000 miles one of the Asiatic Petroleum Company's trucks will have done approximately three "camel lives' work."

Many Graham Brothers trucks have exceeded this mileage with still more miles of useful service to give. The maximum life of these trucks has yet to be determined.

"An important point truck owners often overlook in making their purchases is the ease with which the truck can be handled," said R. R. Wolter of The Wolter Motor Company local Dodge Brothers dealer.

"It is important because it makes all the difference in the world in the prevention of accidents. A truck which responds to every touch of the wheel and braking mechanism is less likely to figure in accidents than one which is lacking in those qualities. Powerful, easy braking is probably one of the largest factors in truck driving safety. While size and weight make a difference in the handling, still the truck having the ease of steering and braking will have fewer accidents.

Graham Brothers trucks and commercial cars are designed for easy handling and are for that reason preferred by truck drivers who really know their advantages. Anyone can observe the ease with which one of these trucks or commercial cars travels through the heaviest traffic. It stops and starts and is handled with the ease of a passenger car."

**PAIGE 8 CYLINDER CAR
COMING OUT THIS MONTH**

Local representatives of the Paige have had word from the Paige-Detroit Motor Car Company that it will put its new eight-cylinder car in production in March. The full facilities of the factory will be devoted to catching up with the orders already on hand as a result of exhibiting the eight in advance at the leading automobile shows, according to Mr. Chas. Herrmann at the Herrmann Motor Car Co.

Twelve show cars were built expressly for the shows, each car appearing in several cities, and everywhere it became a center of interest. Although prospective purchasers had no opportunity to ride in the new car, many were sufficiently impressed with the beauty and style of the model and the clean-cut lay-out of the chassis to place orders for future delivery.

Only the five-passenger sedan was exhibited, nevertheless, orders have been placed for other models by motorists assured that all bodies on the new chassis will be fully up to the traditionally high standards of Paige design, finish, and appointments. The complete line of Paige eights will include six models—the seven-passenger touring car, \$2295; the cabriolet roadster, four-passenger, \$2655; the coupe, four-passenger, \$2655; the seven-passenger sedan, \$2655; and the limousine, \$2795.

The addition of the eight to the three series of sixes will place Paige dealers in the advantageous position of having a line of twenty models, completely covering the price field between the lowest and the highest price classes. The price range is well illustrated by the five-passenger closed car types, of which Paige will have no less than six models—the 6-45 brougham at \$1095; the 6-45 sedan, \$1195; the 6-65 landau-brougham, \$1395; the 6-65 sedan, \$1495; the 6-75 sedan, \$1695, and the new \$1855 sedan at \$2355.

WHAT'S COMING NEXT IN AUTOMOBILE BODIES?

With mechanical innovations of the year coming to light in the form of vacuum gear shifting, low pressure hydraulic brakes, auxiliary oiling for starting, single sleeve valve engines, new spring cans, and lever steering, and other features, motorists are asking "What's next in bodies?"

One answer is to be found in the increasing popularity of the convertible coupe. The chief objection to the present convertible seems to lie in their failure to seat more than two persons in the enclosed portion. The rear-deck seat is left without protection.

Many observers of automotive trends are looking for the Victoria type of car to meet this objection. They expect to see the Victoria given convertible treatment in the near future. This model seats four persons in the enclosed portion and has no rumble.

APPROVES ROAD



**Motorist Must Modernize
Old Time Driving Rules**

I suggested to Smith a little light story about the fool and his satisfaction with the old rule about keeping under 20 miles an hour for the first 1,000 miles.

"You wouldn't laugh if you could see me with that new car two years later," Smith countered. "Then you'd find that I had the right idea following the ancient but honorable rule."

"All of which proves how little you really know about their lubricating systems," I came back at him. "Apparently you do not know that a little

sprint of speed with a new engine is quite a help to it—with the newer oiling systems."

I was referring to full pressure lubrication where oil is forced through the hollow crankshaft and sometimes up into the connecting rods. This oil moves rapidly and is under such high pressure at high speed that it shoots up to the cylinder walls and the piston pins, lubricating them generously when they need lubrication very badly.

Now if the new car is driven along at just about 20 miles an hour with its engine turning over at comparatively slow rate that the oil does not shoot up the cylinder walls as much as it should. Now if the driver will just step on the gas for a few minutes occasionally during the breaking-in process, the cylinders will get a good bath of

"Oil pressure on one car," I added, "is controlled by the position of the throttle. In this case it is mainly a matter of opening up the throttle now and again to get the pressure necessary to flush the cylinders. This can be done by starting to climb a hill slowly in high. You see, it makes a difference with your rules what design is incorporated in the car."

"Yes," Smith admitted, "but I'm thinking of the bearings more than of the cylinders. I know a man who was just running at 30 with his new car when one of the bearings burned out."

"I... to take that chance."

"Well, that's one more rule you'll

have to modernize. Some of the newer engines use such high oil pressure the bearings are actually separated from the crank pins by a tough film of oil. So long as the oil pressure is right there will be oil to keep these bearings from burning."

I showed him, too, that he has to be careful not to let in the latest clutch so gently as to slip it. He still is going to supply the power very gently to prevent stalling the engine and damaging the universals and pinion. What he is doing is warping the plates of his clutch by applying it too gently.

"Look over your rules occasionally and keep them up to date," I warned. "Some of them may be the worst kind of trouble makers."

MARRIED MEN SAFEST DRIVERS, RECORD SHOWS

Good words for the driving ability of women, the younger set and men generally have been uttered from time to time, but it has remained for the mutual liability insurance companies of Massachusetts to single out the married men as the best drivers of all.

As the result of an analysis of several thousand accident cases, the companies have discovered that the husband and father class has more respect for authority, "more mature judgment and a greater sense of responsibility than single men."

Try Post-Crescent Want Ads

NASH

Leads the World in Motor Car Value

Nash Startles the Industry with New Style-Trend in Body Design

First Showing of the Ambassador and Cavalier

Long a notable leader in creative craftsmanship, Nash now inaugurates an entirely new vogue in body design that strikes so far beyond the standard of the industry that there is literally no comparison or parallel.

They are enclosed models of the most unique and exquisite beauty ever introduced.

Utterly new and different, this Nash design is definitely certain to wholly re-create the style-trend of American motor car manufacturers.

Today it is Nash's. A year from today it will be the world's most widely copied enclosed car conception.

Flavored with a strong foreign influence, it is nevertheless a design of commanding individuality and impressive originality.

Heralding this great new era in the artistic development of American body craftsmanship, Nash reveals for the first time at the Automobile Show the Ambassador and the Cavalier models.

The Ambassador is provided on the Advanced Six chassis and the Cavalier on the Special Six chassis. As is true of all other Nash models, these cars are powered with the great Nash 7-bearing motor—the ultra-modern type.

*The
AMBASSADOR
Created by
NASH*

*The
CAVALIER
Created by
NASH*

First public viewing of the new Ambassador and Cavalier and also the new De Luxe Light Six Sedan—the style car of the \$1,000 field—at the Automobile Show

VALLEY AUTOMOBILE CO.

H. F. HECKERT, Mgr.

Kaukauna Auto Co., Kaukauna
Tri-City Nash Co., Neenah

Harre's Garage, New London
Stumpf-Hartzheim Co., Sherwood

CHRYSLER STOCK CAR SHATTERS ALL AUSTRALIAN MARKS

Island Newspapers Filled With
Accounts of Great Per-
formance on Track

Lengthy articles appearing in Australian newspapers now being received, report in detail a series of remarkable feats performed by a Chrysler car, which had previously been briefly covered in cables some time ago. The car, a stock Chrysler "70", broke all Australian records for every distance of from 100 miles upward and for continuous driving for 24 hours. On the Maroubra speedway at Sydney this car covered 1468 miles in 24 hours and did the first 1000 miles in 255 minutes.

The previous record for the Maroubra speedway was 1405 miles for 24 hours. "The car ran wonderfully well," says the Sydney Sun. "There were no long stoppages, though the high speed caused excessive wear on tires and occasional stops had to be made to change tires."

"The average speed for the first six hours was 64.8 miles an hour," says the Sydney Daily Telegraph, "and after 14 hours running the car had averaged 65 miles an hour. After continuous running for six hours, one lap was made at a speed of 71 miles an hour."

"The car was the same in which Smith, its driver, broke the Brisbane to Sydney record and is described as a standard model except for an extra leaf in the springs and a free exhaust."

"The record was timed and checked by officials of the Royal Automobile Club of Australia, assisted by representatives of the Maroubra Speedway." Practically every paper in the Commonwealth printed complete accounts of the great run of this Chrysler, as it was considered remarkable to have broken even one of the records for stock car performance. Consequently when the records for every distance for 100 miles or over were smashed, and then the same car, in continuous running, proceeded to shatter the record for mileage covered in twenty-four hours, the feat attracted widespread notice.

Chrysler officials point out that this remarkable run is only one of a series of recent notable feats to Chrysler credit in Australia. In addition to the new time record set shortly before by the same car and driver for the Brisbane to Sydney route, a Chrysler won from 17 rivals what is known in Australia as "The Royal Automobile Club's biggest motoring event," the ten days' reliability contest at Coolangatta, where it was first with a score of 769.94 points out of a possible 800, while another Chrysler captured the honor of being the first standard touring car to climb in sealed high gear the steep and tortuous grades of Kurrajong hill.

**TIREMAKER CONSTRUCTS
100 AIRSHIPS FOR U. S.**

The one hundredth Goodyear airship, a training dirigible to be used by the United States Army Air Corps, has been completed in the Akron, Ohio, factories of Goodyear.

Goodyear, a pioneer in the manufacture of lighter-than-air craft, has been in the aeronautical construction business for more than 12 years and nearly all of the 100 airships designed and built there were delivered to the United States Army or Navy flying services.

ORIGINAL WORKERS ON JOB
Nine of the men and one of the women in the Goodyear balloon department who worked on the first Akron-built airship also assisted in the erection of the latest ship.

Three years ago Goodyear brought the Zeppelin patent and operating rights to the United States, together with a staff of rigid airship experts from Germany, augmenting the aeronautics department in the Akron factory.

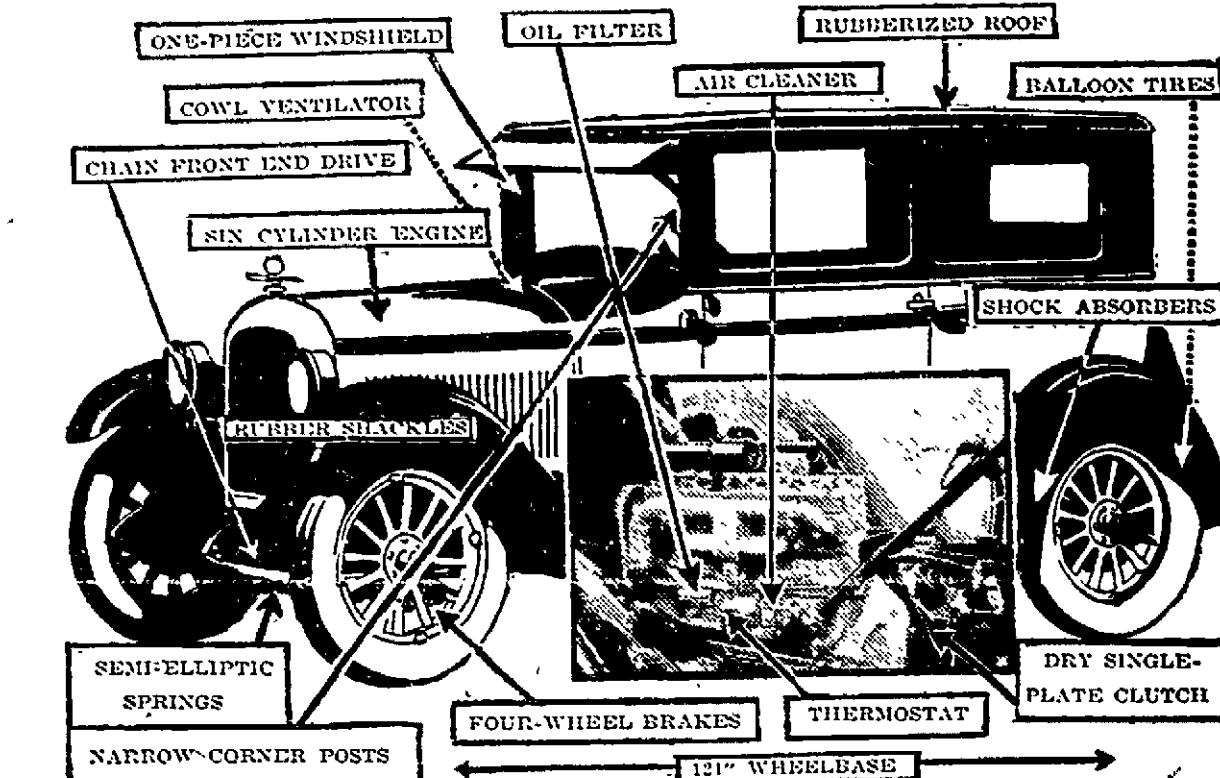
DESIGNING HUGE CRAFT

Engineers of the Goodyear-Zeppelin Corporation have been engaged in the design of a rigid airship of more than 6,000,000 cubic feet capacity which may be built for the United States Navy. This super airship would be nearly three times the size of the "Los Angeles," and the largest ever constructed.

With the completion of the one hundredth Goodyear airship, it was pointed out that no man of either the Army or Navy air corps ever lost his life in any of the hundred ships.

CHINA BUYS MORE TIRES
Despite political unrest in China, that country is now buying more American auto tires than in the past. According to the latest available figures, there are registered in China 13,499 passenger cars, 2142 motor trucks, 522 motor busses and 1654 motorcycles.

Here Is Ideal Car For American Family



THE IDEAL CAR FOR THE AMERICAN FAMILY WILL INCLUDE THE FEATURES SHOWN HERE, ACCORDING TO AUSTIN M. WOLF AND OTHER AUTOMOTIVE ENGINEERS OF NEW YORK.

New York. — Automotive engineers of New York have decided on the ideal all-around car for the American family.

Their decision is the result of a questionnaire sent to the members of the metropolitan section of the Society of Automotive Engineers, a prize being offered to the member whose ideal car most closely approaches the majority choice.

Austin M. Wolf, consulting engineer and for years a close student of automotive trends, is the winner. Here is his conception of the ideal

family car for America:

"The car for the average American family is a five-passenger sedan, powered with an economical, medium-speed high efficiency engine. It is geared for good acceleration and hill climbing ability, equipped with four-wheel brakes to cope with an emergency and sprung and tired for maximum comfort."

"This comfort, coupled with ease of steering, beauty of body lines and color, will appeal to the woman of the family."

The engine, according to Wolf, has

six cylinders of the size in use today, with three point support. Warping and pitting of exhaust valves is avoided by use of silicon-chromium steel, the hardest obtainable.

Aluminum pistons are specified for rapid pickup, a chain front end drive for silence at this point, and a rugged, counter-balanced crankshaft to minimize torsional vibration.

A pressure oiling system is guarded by a distributor and filter, whereby crankcase oil dilution is minimized and all grit and abraded particles are kept out of the system. The carburetor

has an air cleaner to keep out road dust.

FOR GREATER EFFICIENCY

Thermostatic control maintains constant efficient temperature of the water, and provides rapid warming up when the engine is cold.

There are regular attachments of vacuum fuel feed, water pump, Bendix starter and battery ignition, to complete the motive part of the car.

Coming to the driving end, Wolf specifies a dry single-plate clutch, and a three-speed gear set in unit with the engine. A clutch brake makes easy gear engagement possible.

"A pressed steel frame is used and semi-elliptic springs, front and rear, are attached to it by rubber shackles," Wolf goes on. "The wheelbase is 121 inches.

"An I-section axle supports the front end. Hotchkiss drive is specified for the spiral bevel-gear type rear axle. Universal joints are metallic.

Balloon tires and four-wheel brakes are used on this car. The brakes are of the internal type protected from road splash and dirt and are mechanically actuated.

RUBBER SILENCES DRUMMING

One of the features of this automobile is the use of rubberized fabric to minimize drumming. Rubber mountings for the engine and rubber shackles for the springs also afford greater comfort and less squeaks in the car.

The framework is of metal and wood," Wolf continues. "A one-piece windshield and narrow corner posts give unobstructed driving vision. Other equipments include shock absorbers, bumpers, windshield wiper, heater, cowl ventilator, motor, meter, dash gasoline gauge, signal lighter and locks fitted to the doors, gearset, ignition and spare tire."

GABRIEL SNUBBERS BUILT TO REDUCE SOFT SPRING THROW

Patented Brake Gives Autoist Full Benefit of Balloon Tire Comfort

As you know the motor car manufacturers have had considerable work to do on their car springs during the past two years, in order to get their cars to have the proper degree of riding quality in connection with balloon tire equipment. And as we all know, balloon tires are equipment on all present day cars.

The engineers of these car manufacturers have finally proven that it was necessary to reduce the deflections on their car springs about one-third or from approximately 500 pounds deflection per square inch to 320 pounds on front springs, making the springs in most of the present day cars very soft and flexible, which makes the throw much greater, therefore requiring a snubbing device more than ever on present day equipment.

During this evolution in balloon tire equipment, the Gabriel Snubber creates a brake action in proportion to the speed of the spring returning your car to its normal position without an abrupt jerk. Immediately on getting the car back to its normal position, this New Gabriel Snubber drops back to a non-preloading device.

The treatment of the new Snubber requires no grease, assuring the same action under all climatic conditions, such as heat or cold.

We keep all parts for hydraulic brakes in stock and service them.

The necessity of keeping brakes in good condition so that they are ready when needed.

In the spring of the year is the time to check the brakes and get them ready for the year's service.

road without interference. Without this brake the car springs would be pre-loaded. By pre-loading we mean tying the spring down which has a tendency to kill the riding qualities that the car manufacturers have built into the present day cars. But immediately on getting past the point that the car springs and balloon tires, naturally absorb, the brake within the Snubber releases and with a lightning-like rapidity the belt reeves into the cup, taking up all slack instantly and catching and dampening the car springs before it gains velocity on its upthrow.

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"Because the mutes had a habit of starting off whether the passengers were ready or not, the street car company wanted a gasoline engine hooked to the car.

"The affair was a success but the townpeople were afraid of the engines and we had to abandon the idea after its success was proven."

FIRST HORSELESS STREET CAR SCARED OFF FARES

Springfield, O. — The remains of Springfield's first horseless street car which was in operation in '890 have been discovered.

This car was operated by gasoline engines which defeated the passengers with continuous chugging and loud back-fire.

Two five-horsepower gasoline engines were the motive power of the car. The engines were connected to the wheel axles by a type of planetary gears.

"The street car company used mules to pull its cars but it was hard to get them to stop at the corners," says Henry Voss, a mechanic who assisted in the installation of the engine.

"Because the mutes had a habit of starting off whether the passengers were ready or not, the street car company wanted a gasoline engine hooked to the car.

"The affair was a success but the townpeople were afraid of the engines and we had to abandon the idea after its success was proven."

TWICE AS MANY AUTOS

California's registration of automobiles has nearly doubled in four years. In 1922, 883,619 vehicles of all classifications were registered in the state, while licenses were issued on 1,633,523 vehicles by the last day of 1926.

LICENSE 2,000,000

An automobile license plate bearing the numerals 2,000,000 is expected to be issued by the New York state authorities during the present year. At the end of 1926 New York had more than 1,800,000 motor vehicles in use within its boundaries.

DODGE BROTHERS MOTOR CAR Facts that Draw Crowds and Sway Buyers

Little wonder Dodge Brothers Motor Cars today are accorded such widespread and enthusiastic commendation—

Smart new body lines and attractive color combinations—

A new seating arrangement that provides still more roominess and comfort—

A new clutch, simple, sure, silent—

Softer pedal action, easier gear shifting—

Quicker acceleration, still greater steering ease—

More rigid engine support—and smoother performance—

New, silent-type muffler—

Sturdiness and dependability made still more pronounced by vital betterments in body construction and in the propeller shaft, differential and axle shafts.

Add to these the new five-bearing chrome vanadium crankshaft with its remarkable improvement in engine performance, the excellent new starting and lighting system and many other recent betterments, and you understand why owners proclaim today's car—

"The finest Dodge ever built!"

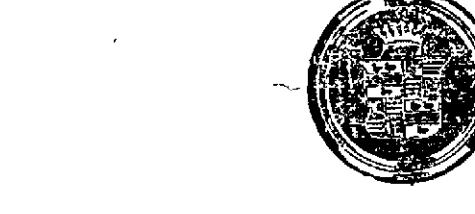
Standard Sedan	\$ 995.00
Special Sedan	\$1082.50
De Luxe Sedan	\$1221.50
Delivered	

WOLTER MOTOR COMPANY
118-124 No. Appleton Street

We Also Sell Dependable Used Cars

Thousands of successful Americans---speaking from experience---will tell you---

IT IS BETTER TO
PAY A LITTLE MORE
AND OWN A CADILLAC



After all, the price difference between Cadillac and any car in the \$2000 to \$2800 class, is slight—and sometimes merely nominal.

For the small difference, the Cadillac buyer obtains the finest of all fine cars built in America; a car that would cost twice as much were its sales volume less.

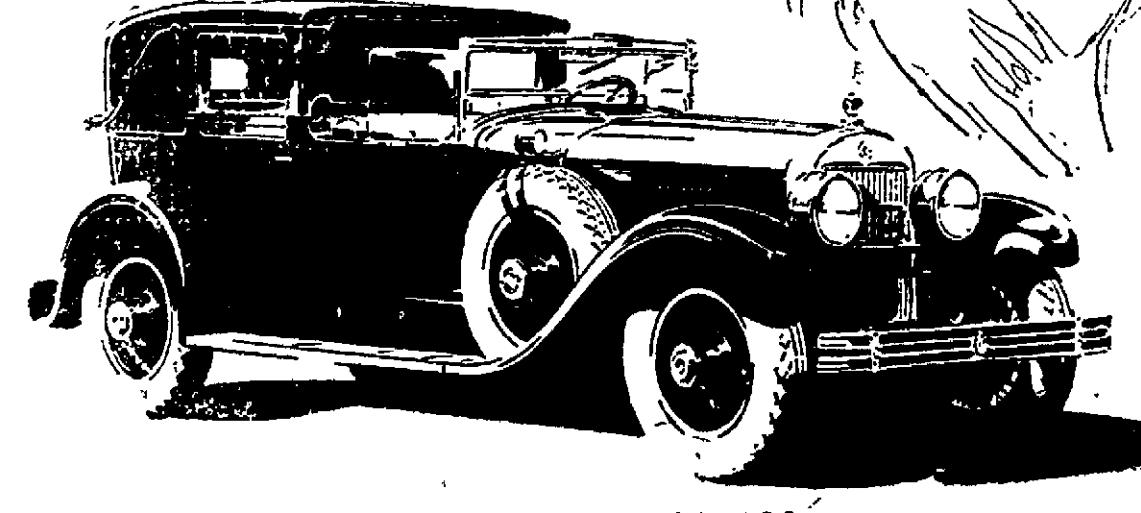
Furthermore, the price difference actually vanishes, in the long run. It is cancelled by the new Cadillac's remarkable economy of maintenance, its longer life and its higher resale value.

The Cadillac owner enjoys Cadillac's complete excellence of performance, its delightful ease of driving and of riding, its beauty of exterior and its interior luxury, without paying a penny's worth of premium

Priced from \$2995 upwards f. o. b. Detroit

A SPECIAL CADILLAC SHOWING
AND THE NEW LA SALLE
Companion Car to CADILLAC
AT OUR SHOW ROOM
THURS. — FRI. — SAT.

J. T. McCANN CO.



1927 Hudson Brogham
Completely Equipped

\$1225.00

Terms to suit buyer.

Your car accepted in trade.

Gibson Auto Exchange

CADILLAC
DIVISION OF GENERAL MOTORS CORPORATION

**AVERAGES 24 MILES
ON GALLON OF GAS
WITH WILLYS-KNIGHT****Driver Makes Astounding
Record on Journey Over
Western Mountains**

An average of 24 miles to the gallon of gas on a 7,500-mile tour over the Rockies and Big Horn mountains, through muddy and rough roads as well as paved highways is the accomplishment of a "70" Willys-Knight Six driven by Dr. E. F. Tiessen, of Freeman, So. Dak.

In describing the performance of his Willys-Knight, Dr. Tiessen has this to say in a letter to the Willys-Overland factory:

"We made an average of 300 miles a day, the lowest average being 24 miles, with 24 miles to the gallon of gasoline. We never had a hot engine, changed oil and grease every 1,000 miles. Never touched the engine at any time to look for trouble and I have between 11,000 and 12,000 miles on the car now and have yet to remove the first spark plug."

"We went through the Big Horn mountains, the Cascade twice, the Rockies twice and over the Continental Divide twice but not once did we have to take any of the steep grades in medium or low, the Willys-Knight responding in high gear although we passed many larger sixes, struggling along in medium and low."

"In the same mail, comes an unsolicited letter from Dr. F. M. Turner of Savannah, Ga., who tells of the sturdy performance of his Willys-Knight Great Six in a journey through the Blue Ridge mountains and across the states of North and South Carolina.

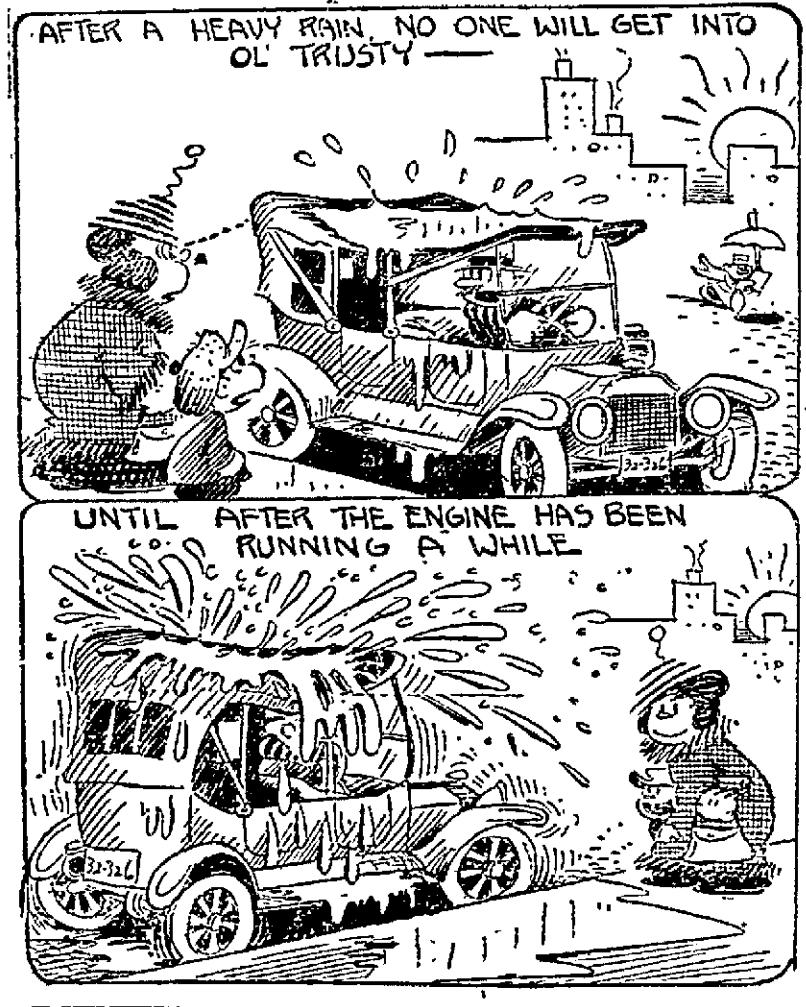
"Not until I drove off in this silent Willys-Knight did I realize that the motoring of yesterday is not to be compared with the new sensation of ease, luxury and comfort afforded by this new monarch of the road," he declares. "We have covered nearly 7,000 miles with our Willys-Knight Great Six and have yet to find our first engine or car trouble."

J. M. Stevens, Indianapolis, has this to say of the performance of his Willys-Knight Great six Sedan:

"Driving a Willys-Knight Great Six Sedan from Indianapolis to California, I covered the distance of 2,833 miles in nine days, averaging from 25 to 40 miles a day. I used 130 gallons of gasoline, 14 quarts of oil and averaged 12.3 miles to the gallon of fuel. I met a few faster cars on the level roads but I passed everything in the mountains."

These letters are merely samples of the hundreds that pour into the Willys-Overland offices from Willys-Knight owners who appreciate the engineering features embraced in these cars which are not found in any other American built automobiles in their price class.

DON'T IGNORE THE BELT
Fan belts are hard working units of the modern automobile. In winter their task is harder than at any other season. If the one on your car is showing the results of its labors, this season is ideal for a change. It pays to use the best belts that can be had to show some solicitude for the condition in which it is.

OL' Trusty**By Swan****MOTOR TRAVEL SAVES
MILLIONS FOR FIRMS**

In four years the operating costs of automobiles have been reduced by one-third, chiefly because of improved roads.

In 1920 it cost from 10 to 20 per cent more to travel by automobile than by train states a report compiled through the assistance of 194 firms using automobiles for sales work. In 1922 it was estimated that the operating costs of cars had been reduced to about the same as the cost of train travel when all factors were figured in, ten cents per mile.

However, in 1924, the operating cost of the salesman's car had dropped to six cents a mile. Considering that each salesman's automobile travels 10,000 per year a conservative figure, the saving over operating costs in 1922, amounted to the astounding figure of \$2,717,200 for the 6,793 cars of these 194 firms alone.

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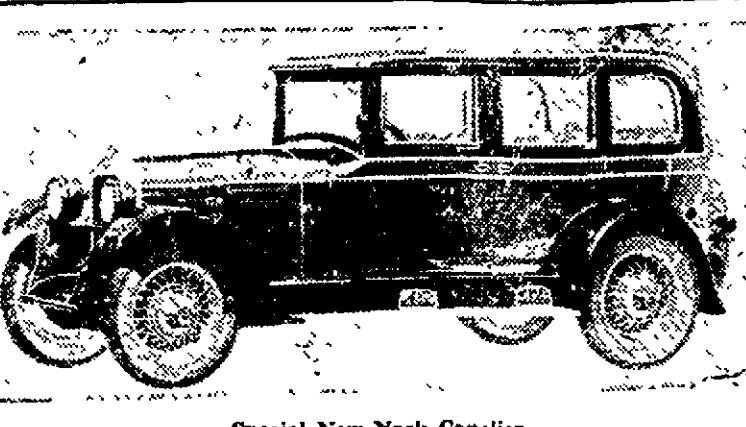
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THIS CAR DRAWS VISITORS PLAUDITS

Special New Nash Cavalier

**Maybe Auto Vibrates In Tune
With Road Wave Lengths**

Motordom is indebted to radio for an idea that ought to help many a driver get more smoothness out of the highways. In radio, if a local wave is generated in a receiving set and allowed to play against the one being intercepted by the antenna, a beat note is created. This is known as heterodyning.

In driving it works this way: The road has a natural "wave," that is, it has certain high and low points, particularly well illustrated in the case of a wavy asphalt stretch or a concrete highway which has raised a little at the expansion joints. The springs of the automobile are susceptible to vibration on a wide variety of wave lengths. Play this local wave against the wave of the road in just the right way and a heterodyne beat is produced.

If the springs of the car are vibrating in unison with the "wave length" of the road, the car will get to bouncing or galloping. Even if it is well protected with shock absorbers, the chances are that the chassis will be disturbed enough to make the car ride hard. But if a heterodyne beat is developed the resulting action of the car may be even more annoying.

Heterodyning is not neutralizing. Many drivers try to neutralize the waving of the road surface by matching the natural vibrations of the springs against it. Instead of succeeding in neutralizing the vibrations of both spring and road they produce an entirely new and perhaps more annoying heterodyne beat.

Ordinarily the vibrations of the spring, or of the car as a unit, can be varied by the speed of the machine. This is analogous to turning the dials of

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1927 PROMISES TO BE GREATEST YEAR FOR WILLYS COMPANY

Whippets and Willys-Knights Look for New Record in Sales and Production

AUTO SECTION.
The stamp of approval placed on the 1927 line of four and six cylinder Whippets and Willys-Knights by the motor car buyers of the country has reached a point which indicates that Willys-Overland has launched into a year which is destined to set a new high mark in sales and production figures.

Company officials declare that the unusual reception accorded the Whippets and Willys-Knights is a tribute to the engineering features which mark these models.

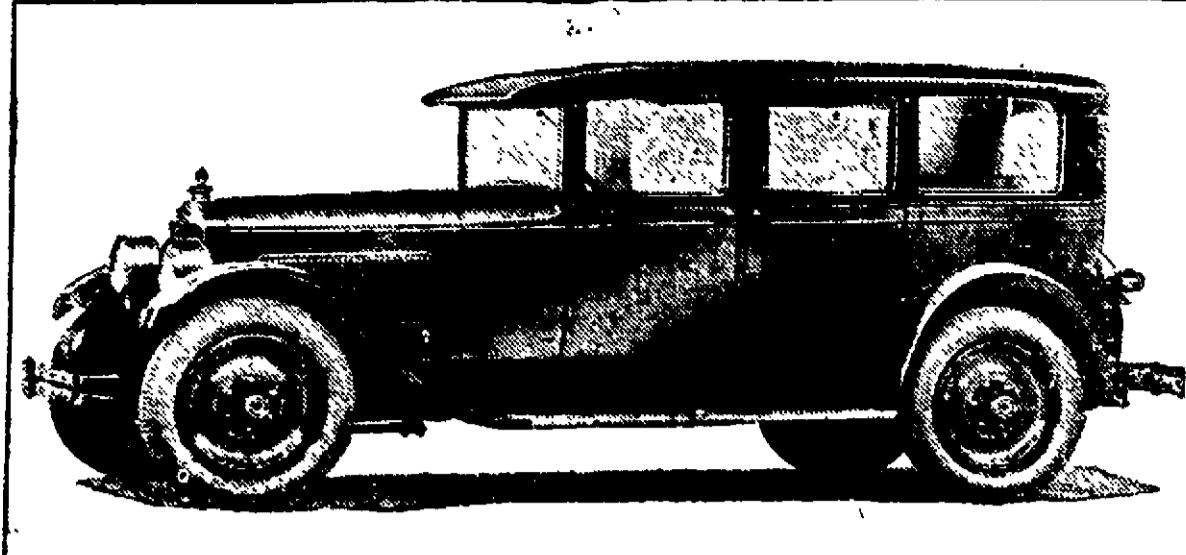
The principles of design embraced in these new models includes a low center of gravity which provides a greater safety and comfort, four-wheel brakes, now looked upon as necessary equipment for all automobiles, regardless of price or size; smart lines; unusually roomy interiors, powerful and speedy motors; economy of operation; smoothness and flexibility. All of these makers assert have been instrumental in winning for Willys-Overland the position of engineering leadership in the automobile industry.

In commenting on the success and the popularity of the 1927 Willys-Knights and Whippets, John N. Willys, President of Willys-Overland said:

"The signs for Willys-Overland are unmistakable. With the biggest and best line of automobile in the history of our company and with the great popular reception this line has received, we believe this year will be the most successful ever enjoyed by Willys-Overland."

"The position of engineering leader-

HERE IS ONE OF NEWEST PACKARD MODELS



The Packard Motor Car company announces that it has reduced the price on its small car \$35. Types with 126-inch wheel base are affected. They are three of the most popular Packard small cars, officers of the company said, coupled with a still further increased distribution thought certain to follow and reduced costs made the lowered selling price possible.

"We use the expression 'small car' advisedly in talking of our 126-inch wheel base models," said Alvan Macauley, Packard's president, discussing the company's action. "It is a car built for a maximum of five passengers. It is a small car but not a little car. All things are great or small by comparison and compared

to some cars ours would be considered large."

"Automobile engineers propose and the public, to paraphrase an old adage, in the long run it is the public which determines what a car is to be. The public has worked seven years designing Packard's small car. 'We recognized the desire of the public for a small car long ago and in 1920 began building one, our 116 model, so called because of its wheel base. The increasing response of the public has made it possible for us to offer our small sedan now for \$4 per cent, less than the price of our original small six cylinder sedan of seven years ago, despite the fact that four wheel brakes, larger and more comfortable bodies, ten-inch longer wheel base, greater power and many other important factors, all dictated by the public, have been added."

"Our present small car has been developed over a period of seven years through stages, all of which were proven in the laboratory of public opinion. It includes everything, from luxury to performance, that the public has told us it wants in the ideal small car."

"Even with the constant betterment of roads a small car must have wheel base long enough to give stability. The public conception of motor car comfort has been keeping pace with spreading of good road systems in growing public demands on automobile manufacturers for greater ease in riding. Necessity for constantly increased comfort has caused an insistence on greater weight as well as longer wheel base and greater weight has made necessary much more power."

BUICK Stays In Style

... Motor car types come and go, just as motor cars do ... But the grace and distinction which characterize Buick always stay in style ... They never become commonplace ... The reason is, that Buick style is sincere and expressive of the quality that is in the car ... Buick owners never are asked to buy a car of exaggerated design, with lines which might become distasteful to the eye ... Buy a Buick! ... And you will always be proud of your car.

On Thursday, Friday and Saturday During the Day and in the Evening

AT OUR SHOW ROOM
At 127 E. Washington St.

A Showing of the
New BUICK Models

You are cordially invited to come in and inspect them!



WHEN BETTER AUTOMOBILES ARE BUILT—BUICK WILL BUILD THEM



Central
Motor Car Co.

Car Owners Themselves Can Solve "Used Car Problem"

BY ALVAN MACAULEY
(President, Packard Motor Car Co.)

The greatest problem of the automobile business today is the question of the used car. It has been allowed to grow and has even been fostered by the automobile dealers themselves until it has reached the point where it is now rightfully referred to as the "used car evil."

"Problem," "evil" or whatnot, the question of the used car is the most important facing the automobile industry today. It is the next object of attack by the industry. The greatest cost of operating an automobile today

urges purchasers of our cars to keep rather than trade them out. We have consistently refrained also from changing our cars simply for the purpose of intriguing our owners to give up their machines at a big depreciation loss and buy new ones. We stopped having annual "new model" birthdays years ago. We realized that it was these things, practiced by the industry itself, which was developing the used car problem into a real "evil."

A homey but exact parallel for the used car evil might be found with a man at a fruit stand. A nickel for an apple, one bite and then another might catch his eye because of a bright color. One bite from that after payment of another nickel, and then an unusual plumpness intrigues him into the purchase of a third.

Central appraisal bureaus and all the other cut-throats will serve little purpose in solving the great problem. It will be eradicated only by going right at the source. There will be no "used car evil" when the original purchasers of automobiles keep their cars and give them until all the useful and desirable miles have been exhausted.

Every car worth far more in the hands of the original owner than on

the floor of a used car show room.

Our company early recognized that

there is but one cure for this now

much discussed "evil." We have been

OP' Trusty

By Swan



1926 Oakland Coach

Original finish like new.

Interior upholstering perfect.

Only \$750.00

Motor very quiet and powerful.

Our terms one third down.

Gibson Auto Exchange

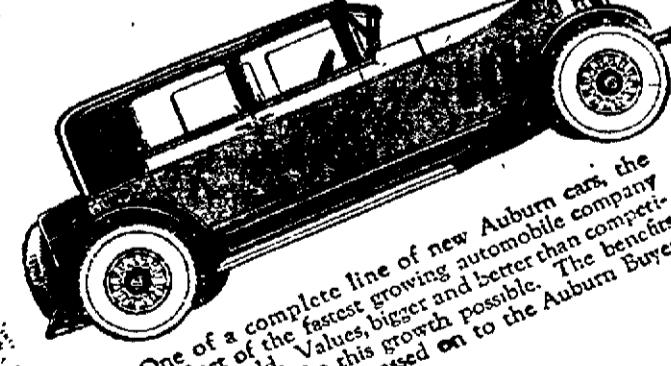
If The Car Does Not Sell Itself You Will Not Be Asked To Buy

Automobile Progress
Turns Over A New Leaf

The newest, most advanced type of car! A Straight Eight! Long wheelbase, stronger frames, more powerful motor, finer bodies, and more beautiful and enduring finish! Comfort never before obtainable at any price! Performance that exceeds all previous attainments! We expect and invite challenges to the foregoing claims. Only by actual driving can the remarkable improvements of this new car be appreciated. It is built to give better service for longer time and bring a higher resale value . . . in fact, to be your very wisest investment.

AUBURN AUTOMOBILE COMPANY
AUBURN, INDIANA

The Most Advanced Straight Eight!
75 miles per hour
125 inch Wheelbase
4-Door Enclosed Custom Type
\$1495



One of a complete line of new Auburn cars, the product of the fastest growing automobile company in the world. Valued bigger and better than competition gives make this growth possible. The benefits of this growth are passed on to the Auburn buyer.

6-66 Roadster	\$1095
6-66 Sport Sedan	1195
6-66 Roadster	1295
6-77 Sport Sedan	1495
6-77 Sedan	1695
6-88 Roadster	1995
6-88 Sport Sedan	2195
6-88 7-Pass. Sedan	2595
Frigate, Tax and Equipment extra	

AUBURN

Soffa Motor Co.

PHONE 866

316 WEST COLLEGE AVE.

NASH ADDS THREE MODELS TO LINE OF HIGH CLASS CARS

Famous Wisconsin Manufacturer Now Offers 26 Models to Car Buyers

Three brand new models—a Cabriolet, with a rumble seat, on the Special Six chassis; a Coupe, with rumble seat, on the Advanced Six chassis; and a Sport Touring model on the Advanced Six chassis—are announced by The Nash Motors Company. The Cabriolet, being shipped to dealers now, is priced at \$1,290 f.o.b. Milwaukee; the Coupe list at \$1,775 f.o.b. Kenosha; and the Sport Touring is priced at \$1,540 f.o.b. Kenosha.

With the addition of these new cars the Nash line comprises twenty-six models, ranging in price from \$865 to \$2,090 f.o.b. factory, and all of them equipped with 7-bearing crankshaft motors.

In the strikingly beautiful and impressively distinctive new Nash Special Six Cabriolet, the individuality and utility of roadster and coupe are successfully combined in a quickly convertible car of ultra modern design and appointments. Eye-arresting with its rich coloring of deep maroon on the body and contrasting fenders and running gear of glistening black, the attractiveness of the new Cabriolet is further enhanced by its classic J-ribank top with nickel coach bars. The top is easily adjustable and may be quickly lowered and raised. Upholstery of genuine leather covers the driving seat and the rumble seat. Space for two additional passengers is provided by the generously large rumble seat which is available for use with the top up or down.

Included in an array of superb features are wide glass windows that may be lowered or raised with the top either up or down; a genuine walnut steering wheel with comfortable hand grip; and beautifully inlaid instrument panel of walnut finish. The forward sweeping rear deck adds rakish length to the design of the car which is accentuated by the graceful curve of the belt moulding. There is a spacious compartment opening on the right side, for carrying golf clubs or parcels.

The Coupe has a low forward sweeping body, French type back and roof, and a graceful nickel-mounted rear deck. It is perhaps the most perfect specimen of Nash-Searan body craftsmanship ever presented to the public and with it sample seating capacity for four passengers, it is as serviceable as it is beautiful. The deep, broad driving seat has all the appearance and comfort of luxurious davenport. It is upholstered in dark green mohair, tufted. The wide doors, side walls and headlining are trimmed to match.

The genuine walnut steering wheel with comfortable grip matches the inlaid walnut window panel, the crown panel of genuine walnut above the instrument board, and the walnut finished instrument board.

The new Coupe is beautiful. In keeping in two shades of green—light for the hood and lower body including the deck, and a darker shade of green for the upper body structure, fenders and side aprons.

A new note has been struck in the appearance and arrangement of the nickel bars which grace the rear deck. Instead of short bars of nickel, three long, handsome highly nickel bars are used. Two of these are set lengthwise along each side of the deck and the third one cross wise, lending a decorative and substantial effect. At the rear of the car, opening on the curb side, is a large luggage compartment with ample space for carrying golf clubs, parcels and packages. The door is equipped with a strong lock and key.

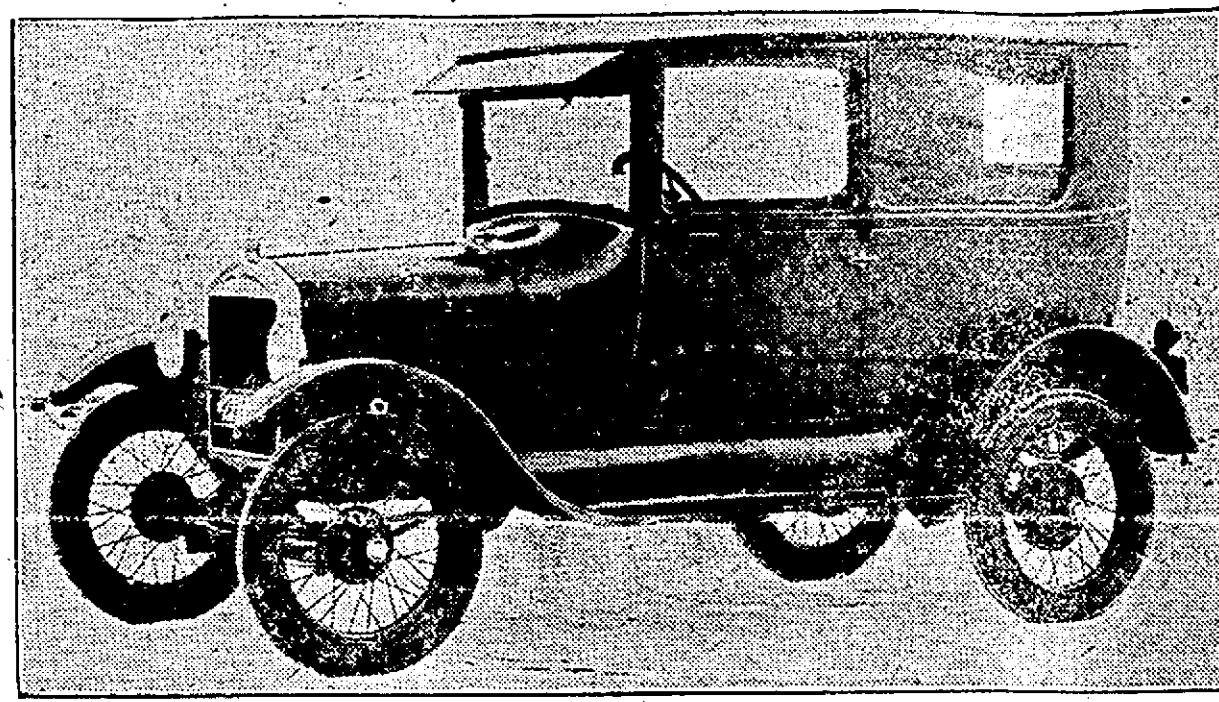
The rear window, looking out onto the rumble seat, may be lowered by the simple turn of an attractive silver-finished window lifter. The windshield, too, opens forward by the turn of a regulator, placed within easy reach of the driver's hand. Silver-finished hardware, in period design, is used throughout.

The new Sport Touring model, sweepingly low five passenger car on the 127 wheel base chassis, with wire wheels, and with built-in trunk at rear of body. Like the Nash Ambassador and Cavalier, the top of the Sport Touring is finished at the rear end in a forward sweep-curve, giving the car the new, characteristically Nash French-type back. The in-built trunk opens from the end and immediately behind the trunk is the spare wheel carrier and spare wheel. The smaller size 20 inch wheels make the car low and add charm to its appearance, though providing ample room for road clearance. The wheels are equipped with 32x6.00 tires. The car is equipped with a Burbank top with hood to match, and natural wood bows with nickel trimmings. There are also nickel steering column, full nickel head lamps, and cowl lamps, nickel and radiator cap.

The beautiful steering wheel is of genuine walnut with unusually comfortable driving grip. There is also a handsome, walnut-finished instrument panel.

The distinctive upholstered upholstery is of grain leather, black in color to harmonize with the hood and fenders. Since this five passenger car is built on the 127 wheel base chassis, it has been possible even with spacious room in the tonneau, to provide a

WIRE WHEELS STANDARD ON NEW FORDS



AMERICAN PUBLIC SPENDS 18 BILLION A YEAR ON DRIVING

At Least \$10,000,000,000 Is Spent Annually for Car Maintenance

BY ISRAEL KLEIN

American motorists are participating in one of the greatest financial enterprises the world ever has experienced.

Figured conservatively, on the basis of exact reports and authoritative estimates, the people of the United States spent at least \$18,000,000,000 last year for automobiles and for the privilege of driving them.

What the actual value of this great industry may be, on the strength of the expenditure, which would bring the figure so high, that they would sound fantastic. The total would include amount of capital invested in automobile parts, tires and related industries, capital put into garage dealers and distributors businesses, money already spent for highways and for the materials used in building more highways, and it would cover a rapidly increasing investment in the business of motor bus transportation.

For one year's expenditures alone, the total is dizzy enough. Here are the 1926 estimates:

Auto output	\$3,050,000,000
Tire output	970,000,000
Parts output	655,000,000
Service	910,000,000
Busses	500,000,000
Freight	150,000,000
Taxes	735,000,000
Maintenance	10,030,000,000
Highways	1,000,000,000

VERY CONSERVATIVE

This makes a total of \$17,975,000,000, which is the amount spent during 1926 and in this country alone.

But some of the figures given are wholesale values. These include the auto output, the tire, parts and buses, and if these are considered on the basis of values to the driver, the total would run far above the \$18,000,000,000 mark.

The largest figure shown, that of maintenance, is based on authoritative research and conclusions brought out recently at the Iowa State College, and on the statement of Henry F. Trumbower, economist of the U.S. Bureau of Public Roads.

"An estimate of about \$10,000,000,000 a year," says Trumbower, "covers the operating costs of the country's 20,000,000 motor vehicles. This is based on the average figures of 10 cents per mile and 500 miles per year."

BILLION FOR HIGHWAYS

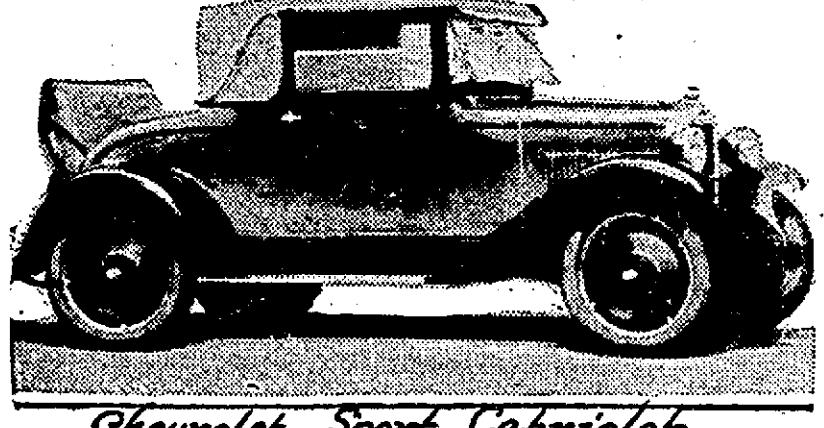
The country's annual highway expenditures amount to about a billion dollars a year. Motor vehicle transportation involves an annual cost of about \$11,000,000,000.

The figure given for maintenance in the former list of values includes, in part, some of the other items—such as tires and service. But only minor part of each item can be included in this, because maintenance doesn't include tires and service for new cars, while the figures given are wholesale and almost balance the discrepancy.

The freight item covers cost of shipping cars and parts to and from factories and is based on a figure of more than \$73,000,000 for freight charges of the General Motors Corporation alone. Figuring Ford and the

large locker pocket, set into the rear of the driving seat. This locker is hinged at the lower end. Access to it is from a large door which opens outward into the tonneau. In addition to spacious side pockets on the tonneau doors, there are extra pockets on either side of the tonneau seat, thus giving ample space for the many small articles so often carried by most motorists. The color harmony of the Advanced Six Sport Touring model—beige below the belt and lustrous black above, with orange striping on the belt head to harmonize with orange wire wheels—is distinctive and charming.

NEW CHEVROLET PRODUCT



Chevrolet Scott Cabriolet

HENDRICKS ASHAUER CO.
TAKES DUNLOP AGENCY

Hendricks-Ashauer Co. has just taken on the agency for Dunlop Tires, for this city. The stock is now complete. Several thousand dollars worth of Dunlop Tires are now on display.

Dunlop is the largest manufacturer of tires in the world. It has 2 factories in England, one in France, one in

in Buffalo and one in Australia. Dunlop ranks sixth in the production of tires in the United States. The Buffalo plant is only four years old and has had a steady upward growth.

Experts in the factory have figured out that a Dunlop tire is sold every 2½ seconds, and that has been the slogan for the year 1927.

Dunlop is known as the first manufacturer of pneumatic tires, in the world, and at the present day is known all around the world.

Horseshoe Tires and tubes now car-

ried by the Hendrick-Ashauer Tire Co. will in no way be neglected. This fine combination of Dunlop or Horseshoe is sure to satisfy any customer.

AUTO WELL ADVERTISED

Manufacturers of automobiles and

operators of bus lines over the public highways of Kentucky between terminals must pay a franchise property tax in addition to other taxes imposed by law, according to the Court of Appeals.

TRACTOR SCHOOL

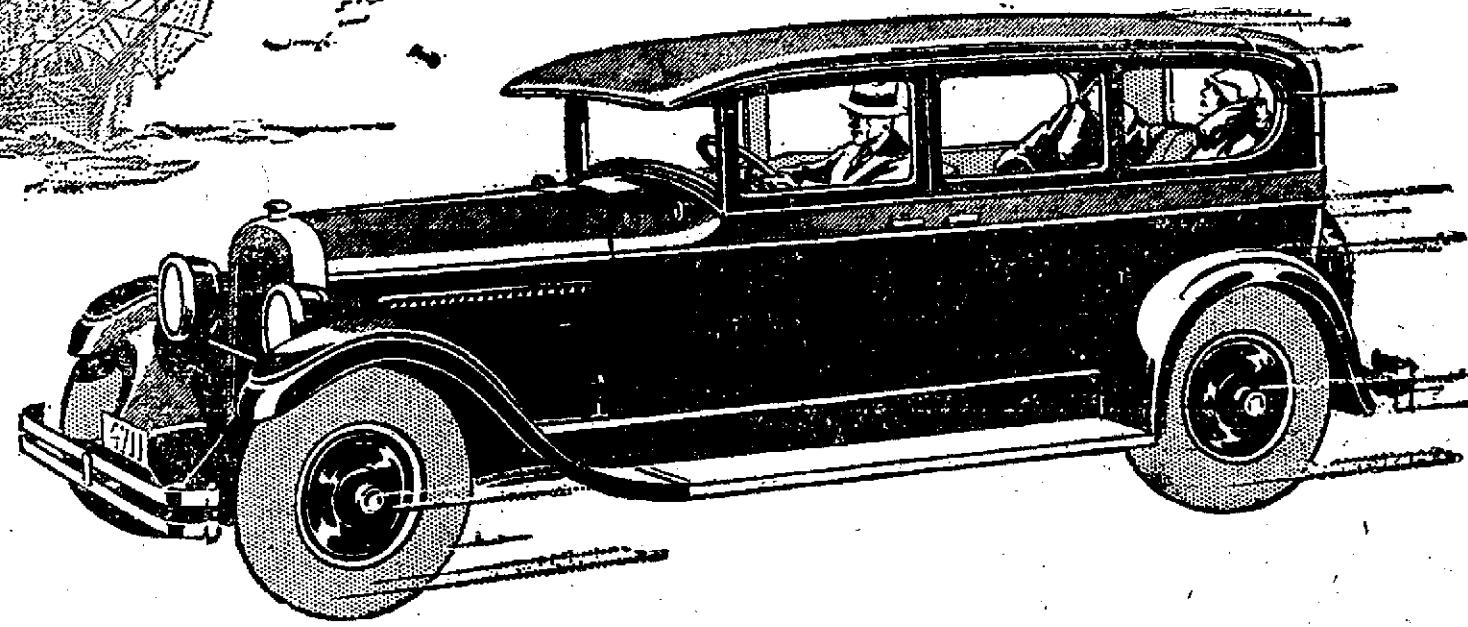
Farm tractor owners, prospective tractor owners and dealers were students at a two-day session of a tractor demonstration school held recently at Grand Forks, North Dakota.

1926 Essex Coach

Brand new Ballon tires all around, 1927 licenses and title, has bumpers, spare tire with cover, moto-meter, perfectly quiet and powerful motor, good paint and upholstering. \$475.00 buys it.

Gibson Auto Exchange

The FLYING CLOUD



SEE THIS FINE DISPLAY OF
REO
AT OUR OWN SALESROOM

—the finest, fastest model of America's longest lasting car

NEW—new from stem to stern—this entirely different Reo. New in its charming appearance, new in its completeness of equipment and unforgettable performance, new in its design, its ease of operation and control the floating restfulness of its comfort.

Today it is on display—you can see it, ride in it, drive it. The hushed sweep of its swift travel will tell you its own story of what automobile ownership can mean. And the Reo Flying Cloud has one thing no other car can have—Reo construction so sturdy that Flying Clouds, after 100,000 miles of travel, have in every part set a new standard of durability for America's Longest Lasting Car.

REO MOTOR CAR COMPANY, Lansing, Michigan

Among many other items of equipment and features of construction are: Single piece windshield opening outward, vanity case and smoking set, rear traffic signal, transmission lock, automatic windshield cleaner, cowl ventilator, parking lights, genuine full balloon tires, integral sun visor, rear-view mirror.

Newly designed hydraulic four-wheel brakes

Internal, not external—providing equally effective braking under all weather conditions, wet or dry, hot or cold. As effective braking in reverse as in going forward. These brakes are an exclusive feature of the Reo FLYING CLOUD.

Bodies, in the Continental manner, exclusive Flying Cloud design, clear vision, lowered height.

Interior, tailored in an entirely new treatment!

Speed like a storm cloud before a hurricane.

Tornado-like acceleration.

Air cleaner functioning freely at all speeds.

Longer wheelbase. New model oil filter.

Shoalwater Blue exterior. Cellini pattern fittings.

Gasoline gauge on the instrument board.

Parking Brake, on transmission shaft.

Thermostatically controlled generator preventing battery overcharging.

REO
 Flying Cloud Sedan
 C.M.C. Co. 1927

FOR THOSE WHO WISH A GOOD CAR AT A SMALLER COST SEE
OLDSMOBILE

PROVE IT FOR YOURSELF
Let Us Demonstrate

APPLETON AUTO CO.
PHONE 198

527-29 W. COLLEGE AVE.

Reo's Newest Production Named After Famous Clipper

A famous American clipper ship of the Fifties, described by maritime historians as a marvel of grace, beauty and performance, gives its name to the new Reo passenger car, the "Flying Cloud," newest Reo model now on display in the Widg Motor Car company room.

The clipper ship, "Flying Cloud," launched in 1851, is considered to have been the finest sailing craft of its type—a type distinctly American. This ship established a sailing record never surpassed, by making a run of 39 days from New York to San Francisco, by way of Cape Horn.

Comfort, resembling the easy motion of a clipper liner, is a feature of the summer sea, extreme flexibility, the power and beauty of a "queen of the seas" honest American workmanship—these were ideals suggested by the celebrated ship and followed by Reo in developing the "Flying Cloud" model. After several years of experimental and constructive effort, a car was produced which was judged worthy of its namesake.

MECHANICAL BASIS OF COMFORT

The engine is suspended low within the frame by means of four tubular insulated supporting blocks attached to the frame side channels, thus giving motor flexibility and preventing the transmission of vibrations.

The steering gear is of the cam and lever type, holding the front wheel in position during straight-away driving and permitting sufficient flexibility to allow them to straighten out after making a sharp turn. This type of construction does not permit road shocks and jolts to be transmitted through the mechanism, and simplifies driving by holding the wheels absolutely in line except when they are actuated by the steering wheel.

Four hydraulic shock absorbers combined with the shock absorbing qualities of the full-sized balloon tires and cradle springs, with which the "Flying Cloud's" model is equipped, provide a high degree of comfort. Easybraking control is furnished by internal expanding hydraulic four-wheel brakes, fully protected from road splash by waterproof brake drum housings.

CLUTCH INSURES CAREFREE DRIVING

The clutch of the "Flying Cloud" gives all the advantages of easy engagement, quietness, operation, and freedom from slipping. When entering engagement, a certain amount of slippage is permitted upon contact of the edges of the clutching surface, thereby preventing sudden starting. So should the clutch be let in too quickly. The extremely large gripping area, however, holds the power torque securely and without slipping when the clutch is fully engaged. The extreme simplicity of construction and fewness of parts in the clutch are features designed to give carefree driving without the necessity of frequent servicing.

The seven-bearing crankshaft of the "Flying Cloud" is balanced both statically and dynamically, with additional quietness of operation and freedom from vibration assured by a damper which smooths and tendency towards shaft vibration. A thermostatic control, within the water outlet, restrains the water, circulation during warming up periods until sufficient motor heat is generated to give proper gas vaporization. An oil filter removes all water and carbon from the oil reservoir and maintains the lubricating oil free from foreign matter which would injure the bearings.

Speed and acceleration "like a storm cloud before a hurricane" characterizes the new model, which is being built to provide many years of service employing the same rigidly inspected material in its construction that has distinguished the former Reo model.

NEW BEAUTY ACHIEVED

Beauty and grace of line, as well as fineness of interior finish, are seen in the low-slung, comfortable bodies, which have a longer wheel-base than the previous models. The bodies were specially designed to achieve an appearance worthy of the original "Flying Cloud," and are of clear vision construction with exceptional window space for the rear passengers. The upholstering of the entire interior of the car, below the window belt, including cushions, doors, seat back-



U. S. EXPERTS SAVE MONEY FOR MOTORISTS

Estimate That at Least a Billion Dollars a Year Is Saved by American People

Washington — America's motoring public saves millions of dollars annually because of studies of the United States Bureau of Standards which have resulted in the conservation of gasoline, oil, tires and other important accessories.

Dr. Fay C. Brown, assistant director of the bureau, estimates that as much as a billion dollars a year saving is the bureau's contribution to the American public, a large part of it going back to motorists.

The saving in gasoline by the virtual removal of fabric tires from the market alone amounts to \$100,000,000 annually, says Dr. Brown. A co-operative study by the bureau and tire manufacturers showed that smaller horsepower is required for propulsion of a cord tire-equipped car than for a similar car equipped with fabric tires.

BRAKES BANDS IMPROVED An improvement in brake linings, making them 20 times as valuable as the best five years ago, is responsible for another saving of \$50,000,000 annually.

There is a probable saving of \$100,000,000 more a year in gasoline as a result of the co-operative fuel research that has been carried on for several years, according to Dr. H. C. Dickinson, also of the Bureau of Standards.

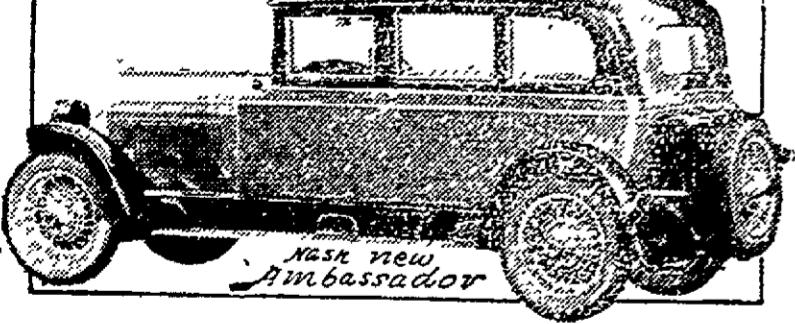
From the results of these researches it was concluded that the number of car miles per gallon is not dependent upon the volatility of the fuel nor that the heaviest fuel that can be used is the most economical.

FIND BEST FUEL Investigators also found that dilution of oil in the crank case is greater the heavier and less volatile the fuel is and that small differences in initial volatility of the fuel have a large effect on engine starting.

It was decided that, while economy dictates the use of as heavy a fuel as possible, a practical limit in this respect is set by the dilution of the crank case oil and the difficulty of starting. Therefore, a careful study of oil dilution was conducted for nearly two years.

This conservation of fuel has kept the price of gasoline from advancing materially despite the tremendous increase of automobiles during the past few years.

HERE IS A HIGH GRADE CAR



1925 NASH Advanced SEDAN

A beautiful car in perfect condition at an exceptionally low price.

Altho run eleven thousand miles, this car is like new today. A motor with a quiet purr that is so delightful to drive, the finish almost new, the upholstering like new (and clean), very serviceable tires and accessories, truly a little gem for any family to own. One third down and the balance monthly. The price — only \$950.

Gibson Auto Exchange

EASY STEERING IS SPLENDID FEATURE OF DODGE BROS. CAR

Steering Apparatus and Gear-shifts Respond to Minimum of Effort

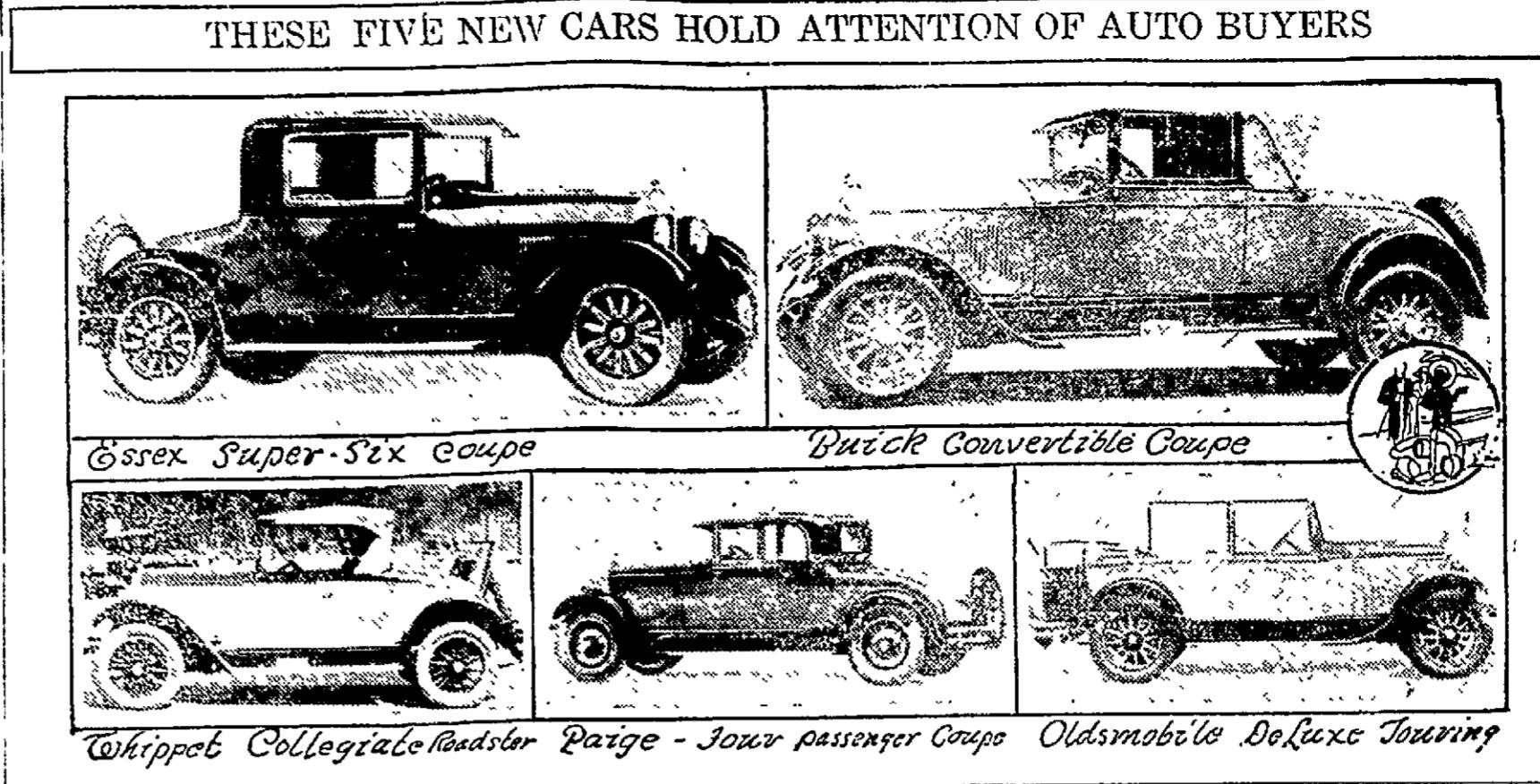
Truly easy steering is becoming more and more important not only to the rapidly increasing number of women drivers but to every user of our streets and highways in the opinion of R. V. Wolter of the Wolter Motor Company, Dodge Brothers dealer in Appleton.

Prompt response to slight pressure on the steering wheel together with clutch action and gear-shifting which require minimum time and muscular effort are a vital necessity under present traffic conditions," Mr. Wolter declares. "City traffic, becoming more and more congested year after year, places increased strain both physical and mental on every driver. And on the country highways not only more cars in use but the average operating speeds are increasing. All these spells need of easier control."

The steering of Dodge Brothers motor cars which was made easier several months ago by improvements in the steering gear has been further improved since the first of the year by refinements in the design and construction of the front axle and steering knuckles. An improved anti-thrust bearing has been fitted above each steering knuckle.

"Between the two hardened ground, polished races of each bearing are nineteen alloy steel balls, the races being completely filled to insure liberal load carrying capacity. The races are enclosed in a stamped steel shell to exclude dust, grit and water and to retain the lubricant.

The chrome-vanadium steel front axle remains unchanged and



knuckles and knuckle steering arms are made of the same costly alloy steel, heat treated to give the maximum strength, toughness and ability to resist shocks. The knuckle pins also are heat treated.

"The diameter is much larger than common practice. Scientific heat treatment in the most modern electrically heated automatically controlled furnaces and ovens developed glass-like hardness in the outer shell and toughness and strength in the core—hardness to resist wear throughout the long life of the car and toughness to resist shock and impact safety."

"Further evidence of Dodge Brothers uncompromising insistence upon maximum safety regardless of cost is

brought out by comparison of the size and material of the main forgings of the front axle with what is common practice. Not only is Dodge Brothers axle heavier but it is made of heat treated chrome-vanadium steel. Use of this tough shock resisting alloy steel for the front axle 1-beam is very unusual practice even among the highest priced cars.

"The unusual ruggedness and safety which always have been and still are outstanding characteristics of Dodge Brothers cars coupled with the recently achieved smoother engine performance and with the new ease of control in traffic make this roomy,

chromium-vanadium steel in proportion to its weight than any other car's convincing evidence of the insistence of the manufacturer that safety shall not be jeopardized."

"The unusual ruggedness and safety which always have been and still are outstanding characteristics of Dodge Brothers cars coupled with the recently achieved smoother engine performance and with the new ease of control in traffic make this roomy,

comfortable car a favorite among women drivers just as it is among salesmen and professional men and others who must spend many hours behind the wheel."

USED CAR CHAIN STORES

An automobile dealer in Dallas, Texas, has started a chain of used car stores. A central plant recommended stores. A central plant recommends all cars sold by the stores.

BIG INCREASE IN CARS ON BRIDGE

Sturgeon Bay Bridgetender Announces How Cars Have Increased Each Year

Sturgeon Bay—More than 300,000 automobiles during 11 months of 1926 crossed the Sturgeon Bay bridge, solo vehicular entrance into Door county. This is an actual count. It includes only 11 months of the year because there was no official count during February. The figure named by the commission in charge of the bridge was 301,426. The biggest single day of the year was May 30, "cherry blossom day," when 4,880 cars crossed the structure.

July, August and September, when tourists and motorists invade Door county from all sections of the middle west, showed substantial gains over the traffic of the similar period in 1925. The bridge is an accurate barometer on auto traffic. The following is a comparison of traffic figures during the busy period of the year, showing the relative gain of 1926 over the previous year:

1926 1925

July 55,626 51,649

August 59,785 45,678

September 32,186 25,090

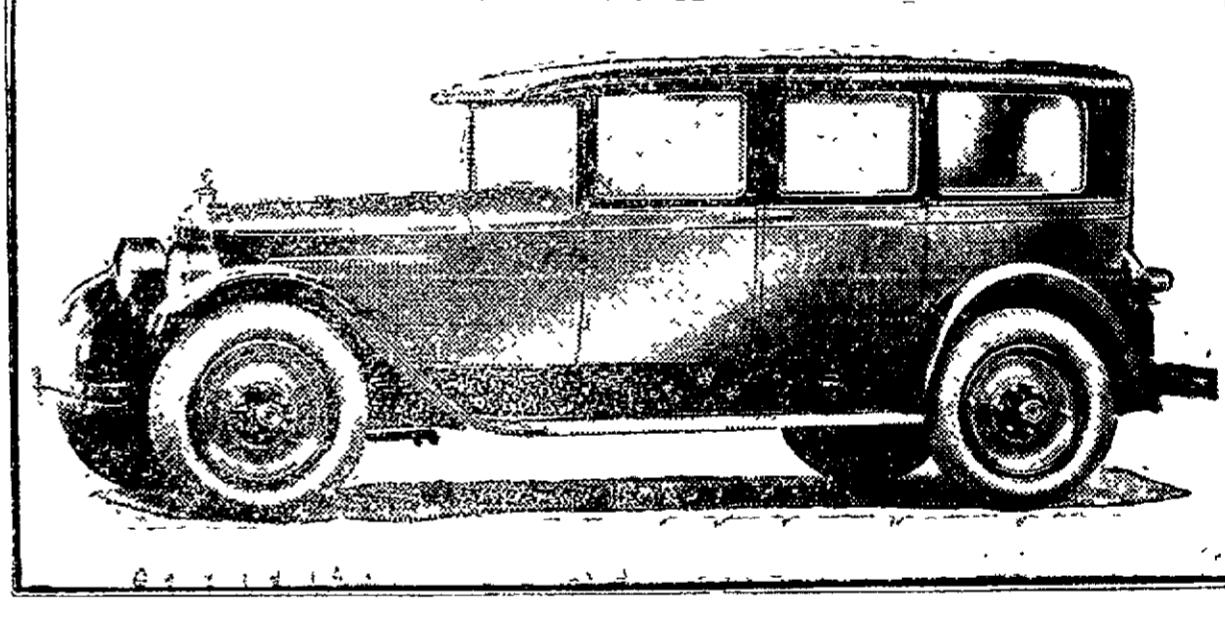
These figures refer to automobile traffic only, during a period when over 75 per cent of the traffic is composed of outside cars, a great majority of them from other states.

READ THE WANT ADS

The Packard Six

—a supreme combination of all that is fine in motor cars

The Packard Six may be had in a wide range of tasteful color combinations. One of these harmonious effects — each the conception of an artist — is sure to please your personal preference.



Milhaupt Spring & Auto Co.
(Distributors)
Phone 442 314 N. Appleton St.

Gabriel Snubbers

Stocks for Hydraulic Brakes and Hydraulic Brake Parts

We keep parts for Hydraulic Brakes in stock and service them. It is necessary to keep brakes in good condition so that they are ready when needed. Now is the time to check yours over and get ready for the summer season.

MILHAUPT SPRING & AUTO CO.

terms of comfort, of beauty, of performance — in short of cars priced above fifteen hundred dollars — you may select a Packard Six and your pocketbook never know the difference.

The secret is simple. Mechanically supreme, designed and created with superlative talent, with precision protected by inbuild engineering improvements, the Packard Six retains its comfort, its distinguished appearance, its quiet smoothness of performance throughout an unusually long life.

Owners want to keep this car! They feel no urge to trade it in for "newmodels." Infrequent service requirements and long life then prove again that buying the best is after all the truest economy.

These assertions are based on the collective experience of thousands of Packard Six owners.

* * *

The improved Packard Six five-passenger Sedan is but \$2455 delivered at your door, freight and tax paid.

Pirie Motor Car Co.

321 E. College Ave.

Phone 13W.

PACKARD
ASK THE MAN WHO OWNS ONE

AUTO THIEVES LIKE TO STEAL PAIGES BUT JOB IS DIFFICULT

Manufacturers Provide Lock That Makes Car Practically Thief-proof

"We have never yet been able to procure a testimonial from any member of a certain class that has shown marked preference for Paige cars—a class whose endorsement of the Paige would be especially valuable because its members are recognized as keen judges of motor car performance and resale value."

Having made that remark, Charles Herrman of The Herrman Motor Co., the Paige representative in this city, remained silent. Finally, one of his listeners spoke up.

"Well, if the Paige is so popular with this important class of motorists, why can't you get a testimonial?"

"Because we seldom can find them, and when we do they won't sign."

More silence; but finally someone but.

"What class of buyers is it, anyway?"

"Automobile thieves," answered the Paige man, chuckling. "How do we know they prefer Paiges? The insurance companies say so. The Paige attracts the thief because his profits and his liberty depend on a good resale value and on a quick getaway."

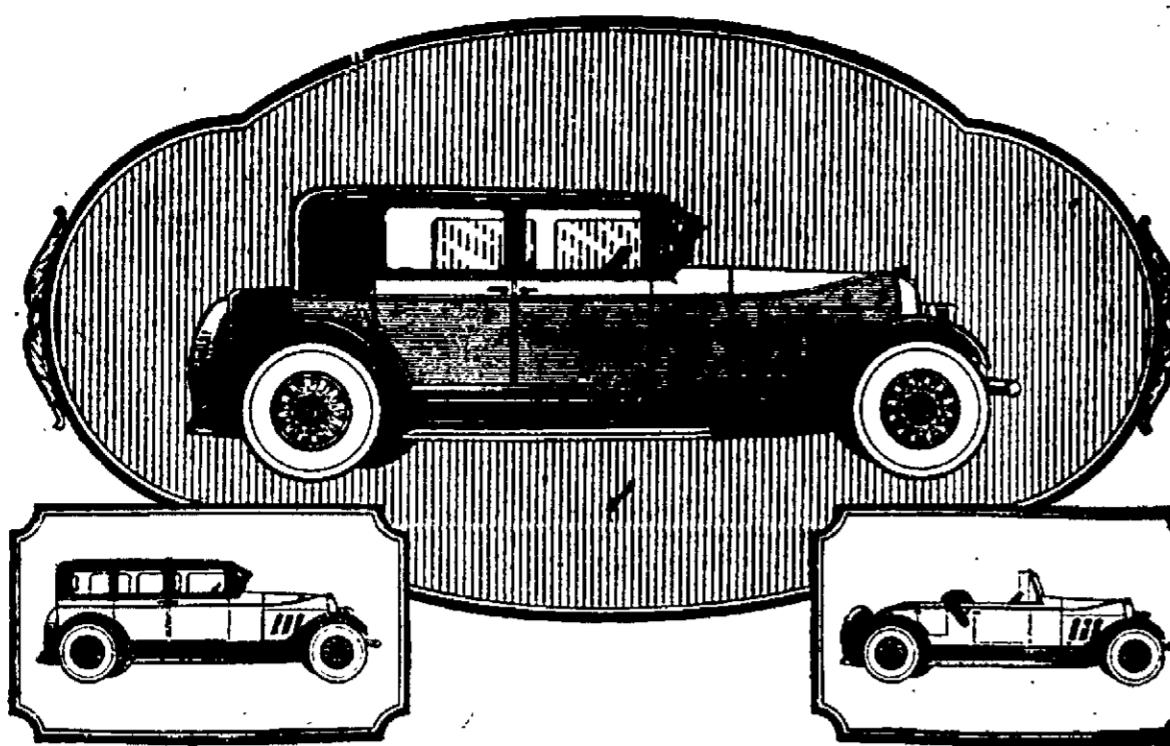
"Automobiles are stolen for three main purposes—for profit, to be gained in re-selling the car; for criminal use, where high speed and dependable performance are essential; or for mere joy-riding, so called despite the fact that the ride usually ends in grief, either for the riders or for the car owner."

"However, if a Paige owner loses his car by theft, he would lose any make of car. In fact, if common sense precautions are taken, the Paige can be made extra-theft-proof, when the owner leaves the car by means of the coincidental lock, so that if a prospective buyer is worried about theft, that is an additional point in our favor."

"Most persons, if they lock the car at all, are content to lock the ignition switch alone, or only the doors, though that delays a thief only a few moments, for the glass may be broken or the locks quietly worked by means of stiff wire manipulated through the slots in the floor boards."

"A Paige owner, however, by means of a single locking device, not only locks the ignition, making it impossible to start the engine without expert wiring knowledge and plenty of time, but the same device locks the steering gear, so that the car can neither be driven nor towed away. That is the coincidental lock, a form approved by the insurance underwriters' laboratories—and when a car thief finds a Paige thus doubly locked, he passes it up and hunts an easier job."

WHY THE AUBURN IS A POPULAR CAR



Accuracy Is Keynote In Huge Chevrolet Factories

BY W. S. KNUDSEN

(President Chevrolet Motor Co.)

Upsetting a popular notion that speed is the most vital factor in quantity production, experience in motor car building proves that accuracy is much more important—in fact, that accuracy is the father of speed. Precision governs production with a mailed fist. Every operation must bow to its mandate. Without it, speed is a futile gesture. In order to keep the great assembly lines moving on schedule in order to give speed a chance—every part and every operation must be perfect. The greater the speed desired, the most precise must be the standard of accuracy.

The small, low priced motor car of today should use materials equal to those in more expensive cars, but in smaller quantities proportionate to the size of the car. The smaller cars, carrying more passenger weight in proportion to their own weight, must necessarily use material of a sufficiently high grade and quality to carry the strain of smaller sections with the same high factors of safety.

Appearance of the lower priced motor car today must parallel that of the higher priced and longer wheelbase model.

SMARTNESS IN SMALL CARS

Invention of the Pyroclin finish and the great forward strides in the development of upholstery materials have

LESS SEASONAL CHANGE IN AUTOMOBILE SALES

A study of the flow of cars to the consuming public throughout the world, made by General Motors, indicates that there is scarcely any zone of distribution which does not have more or less distinct seasonal variation in the retail demand. This makes it necessary to have a greater number of cars available for delivery to retail purchasers at certain times of the year than at others. The analysis of retail deliveries throughout the United States shows an average distribution by months as follows:

January	4.2%
February	5.0%
March	10.2%
April	16.0%
May	11.3%
June	9.5%
July	8.3%
August	8.0%
September	8.1%
October	8.0%

hard use a car with distribution in every state in the Union must receive.

Workmanship on the Chevrolet car depends on two factors—the quality of the machines on which the work is performed and the skill of the men who operate them. Factory equipment is the best and most modern that money can buy.

During the last five years, Chevrolet has spent \$18,000,000 for new precision machinery and tools, scraping any older machines which could be replaced with improved or more accurate ones.

Impulse neutralizer, full pressure lubrication, oil-filter, air-cleaner;

Hydraulic four-wheel brakes extraordinary handling facility, road levelizers for greater riding smoothness, lowness of chassis design, characteristic Chrysler smartness of line, luxury of mohair upholstery, striking colors.

Here are reasons aplenty for Chrysler "60's" sensational sales success, reflected in Chrysler's dramatic rise from 27th to 4th place.

7-Bearing Crankshaft Sixty Miles Plus—Hydraulic Four-Wheel Brakes

Of course, Chrysler "60" has a seven-bearing crankshaft.

For every six-cylinder Chrysler, since the first Chrysler three years ago, has a seven-bearing crankshaft, which means so much in smoother performance and longer life.

Besides, Chrysler "60" has other admitted superiorities whose combination is found in no other car at its price.

Speed of 60 miles plus, dash of 5 to 25 miles in 7 1/4 seconds, economy of 22 miles to the gallon;

CHRYSLER "60"



COACH

\$1145

Chrysler "60" prices—
Touring Car, \$1075;
Club Coupe, \$1125;
Coach, \$1145; Roadster (with Rumble Seat), \$1175; Coupe, (with Rumble Seat), \$1245; Sedan, \$1245.
F. O. B. Detroit, subject to current Federal excise tax.

All Chrysler cars are protected by the theft under Federal System. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

ST. JOHN MOTOR CAR CO.

On Display in Our Salesroom

742-744 W. College Avenue

APPLETON, WISCONSIN

Phone 467

E. J. SCHROEDER, Service Garage, Greenville, Wis. Associate Dealer

LITZKOW GARAGE, Black Creek, Wis. Associate Dealer

NEW GOODYEAR TIRE MEETS GOOD MARKET

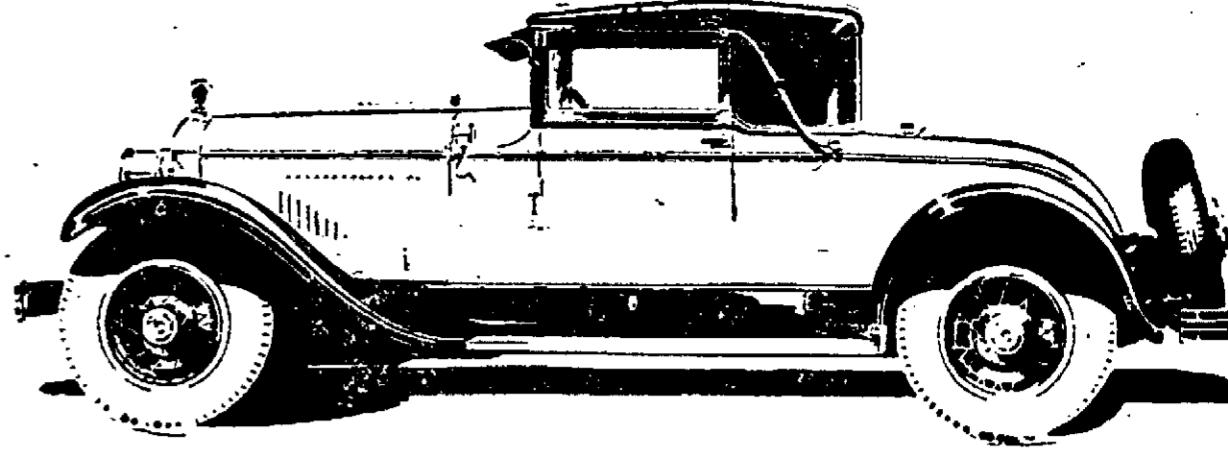
Public Pleased With New Tire After Two Years of Road Testing

"The new Goodyear All-Weather balloon tire announced by The Goodyear Tire & Rubber Company early this year has already been generally accepted by the tire-buying public," according to G. J. Schwab manager of the Gibson Goodyear store at Appleton.

"The average tire buyer is inclined to investigate carefully before making purchase and after examining the new Goodyear tread, developed after two years of intensive development work and road testing, it is not difficult to understand why the manufacturers claim the 'world's greatest tire' is now on the market."

"It is interesting to know that the new balloon tire was tested on Good-

NEW CADILLAC ON DISPLAY



year's testing fleet over a total of 6,000,000 tire-miles in 1926 in line with a company policy to thoroughly

which will shortly produce its 100,000,000th tire.

stock of the tires for the store's cus-

tomers in this vicinity.

CLUBS STUDY TRAFFIC

Twelve luncheon clubs of Detroit have joined in forming a Citizens' Safety Committee. The committee will cooperate with other traffic organizations and is gathering data on traffic conditions and safety measures.

A verbal marriage agreement is legal in Russia.

1926 Buick Coach

Here is an unusual opportunity to buy a current model Buick closed car at a very substantial saving. The exterior and interior both in new car condition, a perfectly quiet motor and tire equipment above average.

Completely equipped including a \$54.00 trunk, bumpers, spare tire and cover, motorometer and many other desirable accessories.

\$1075.00 buys this Buick, besides we offer very liberal terms and will take your car in trade.

Gibson Auto Exchange

Today—a newer-smarter

Dodge



The
Most Beautiful
Car in
America

There is waiting for you at our show-room, today, a charming new Paige. It is a 4-door Sedan, mounted on the same chassis as the extremely popular Paige Brougham. This beautiful new body, though somewhat smaller than the biggest Paiges, is larger than most sedans. It is also less costly.

Mechanically, this newest Paige is even more dependable than the sturdy Paiges of old. It is replete with such advanced features as: Improved

Paige-built Motor, none more modern nor better lubricated—Full High-Pressure Oil Feed to all Rotating Parts, including wrist pins, cam shaft,

auxiliary shaft and tappets—Counterbalanced Crankshaft—Silent Chain timing, with automatic takeup—Thermostat—Air Cleaner—Metal Oil Lubricated Universals—Springs 54 inches long—115 inch wheelbase—Shock Absorbers—Balloon Tires—Paige-Hydraulic 4-Wheel Brakes.

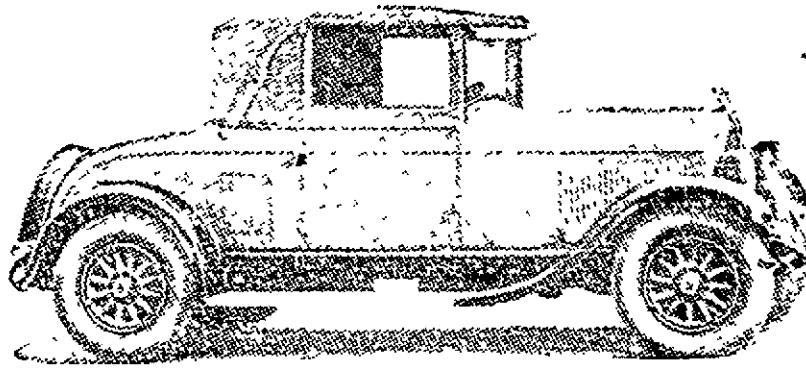
HERRMANN MOTOR CAR CO.

120 N. Superior Street

Appleton, Wis.

Phone 610

CHRYSLER CABRIOLET ROADSTER



**INDEPENDENTS IN
MOTOR INDUSTRY
BOOMING BUSINESS**

**IMPROVEMENTS ON
HUDSON AND ESSEX
ADD TO STABILITY**

Auburn Company Doesn't Think Monopoly Will Control Car Making

Belief that there will be more independent manufacturers of automobiles within the next five years than at present was expressed by E. L. Cord, president of the Auburn Automobile Co. He declared that a monopoly in the automobile industry is "absurd and highly amusing." He pointed out that independents did 51 per cent of total business in 1928.

"The motoring public is not interested in economies in the automobile industry any more than in the canned soup business," said Mr. Cord. "What they are interested in is the product itself, good soup and good cans. Models are people. People are human. It is human to be interested in a thing one buys only insofar as it serves the buyer."

"No nation and no industry and no individual company can survive without ideas and ideals. It is the ideal of a company as reflected in its product that determines its right to public recognition. To bid for patronage because of size or earnings is as unsound. Humanity is what the automobile industry needs and less parades of its egotism."

"The first and only purpose of an automobile company is to build better automobiles for less money that will give the consumer greater value and better and longer satisfaction. Whenever that company has any other objects such as speculation or stock market, it worships a false god."

"Automobiles never will be produced like uniforms—there is nothing distinctive, refined or luxurious about that. No company or group of companies can ever expect to revamp the public's taste and the human instinct which calls for better smartener, updated styles and more distinguished automobiles," the manufacturer pointed out.

"Auburn during the first seven months of 1926 enjoyed a gain of more than 220 per cent. Other independent companies likewise show increases."

"One of the most important features of the motor car of today is the beauty and durability of the finish," said George Sofka, Local Auburn distributor. "People are becoming more and more critical each year as to the appearance of their car. While the prevailing desire used to be for more somber colors, the desire now is for brighter and more attractive color schemes and combinations. The clamor for livelier colors has been evidence since a few years following the war, when the entire country seemed to graduate from the drab dismal styles of dress and design into the splash of color and warmth."

"When this trend made itself felt, Auburn was one of the first to realize and change. This company shocked the entire industry three years ago when it introduced models in distinctive and bright colors. It pioneered the way to beauty in motor cars."

**BUY NOW TO MAKE ROADS
WIDER IN NEXT FEW YEARS**

Buffalo—Citizens which are paying huge prices to extend and widen their ancient highway systems should profit by their experience and buy rights-of-way for future use at a comparatively low cost now, advises George C. Diehl, engineer of Erie county, New York, writing in the American Motorist.

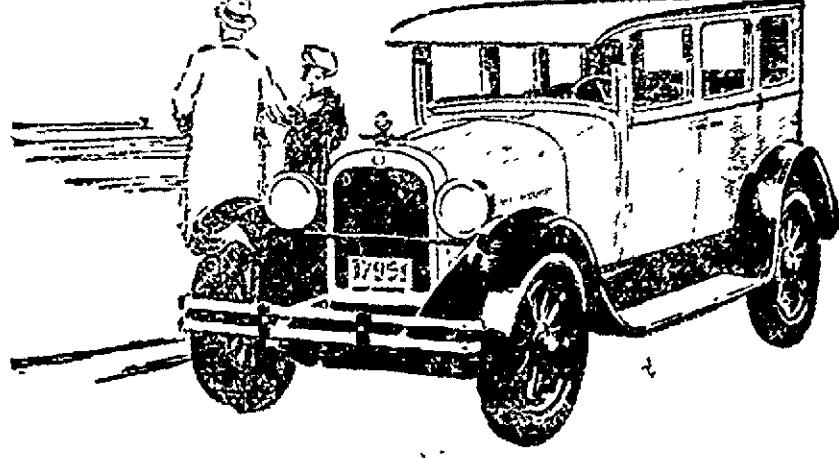
"The importance of securing rights-of-way for future highways and acquiring additional land along the sides of old roads so they can be widened when necessary cannot be overestimated," says Diehl.

Diehl points to Erie county's policy. "It was realized that if the roads did not provide an outlet to the traffic problem, the Erie county highway supervisor directed the county engineer to make a comprehensive study of traffic in all parts of the county."

From this study there developed the Greater Motorists System. The plan call for two connected series of widened and improved highways, linking Buffalo from the Niagara river on the north to Lake Erie on the south.

"Rights-of-way have been acquired on distant routes," says Diehl, "where the work of connecting new highways or the widening of existing roads is not to be done for 10 or 15 years."

WHY DODGES ARE POPULAR



The Sensation Of The Auto Show

The Most Beautiful Models Ever Built By

Visit the show
in our
Salesroom

for Economical Transportation



Four Days
March
17 - 18 - 19 - 20

This Organization Welcomes You



HERB. SATTERSTROM
(President)

For a number of years, Mr. Satterstrom was connected with the Ford Motor Co. Later he took over one of the agencies for Chevrolet cars in Milwaukee. Leaving Milwaukee two years ago, he organized the S. & O. Chevrolet Co. in Appleton and is still its president.



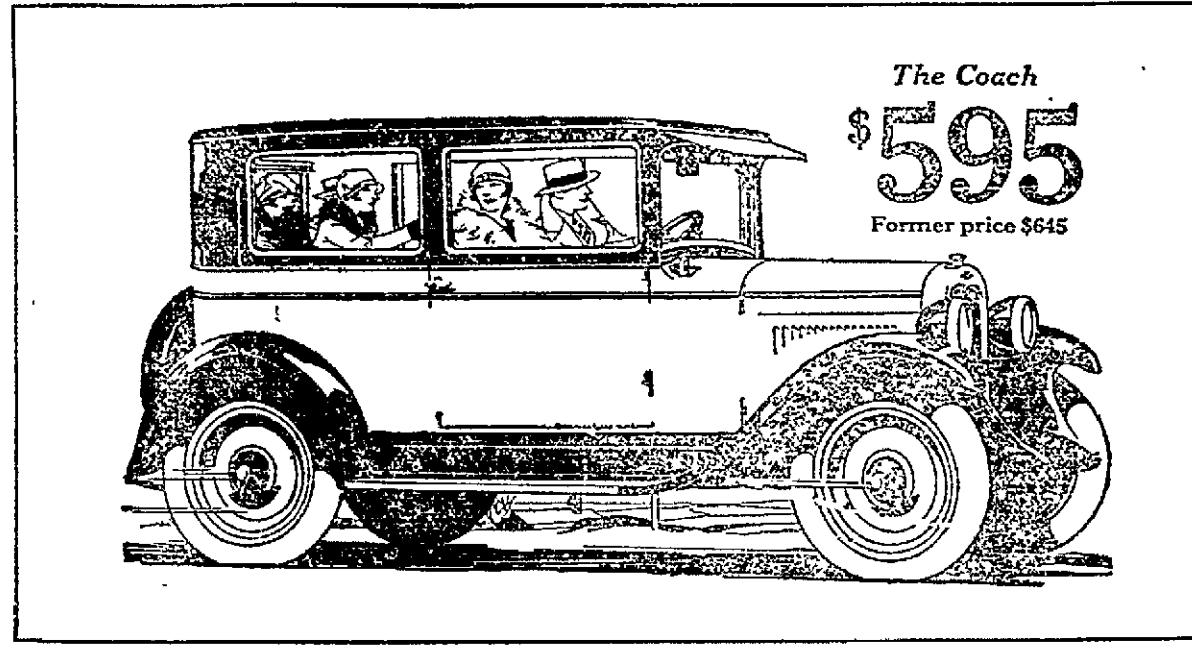
WALT. LAEHN

Walt probably needs no introductions to the many automobile owners in this country. Way back when Walt was just a kid he was in the automobile business. His experience has been mostly with Chevrolet although he did spend a few years experimenting with other cars.



EARL HILLIGAN

Folks from around Black Creek will remember Earl. He was one of the Chevrolet dealers there for several years. His enthusiasm for Chevrolet has prompted him to this larger field and now he is representing the S. & O. Chevrolet in this county.



The Coach
\$595
Former price \$645



JACK OWEN
(Sec-Treas.)

For almost ten years Mr. Owen was connected with Netter-Heiser & Co., Ford Dealers in Milwaukee county. After careful consideration of the several light cars on the market Mr. Owen cast his lot with Chevrolet. He joined with Mr. Satterstrom in organizing this concern, the S & O. Chevrolet Co.



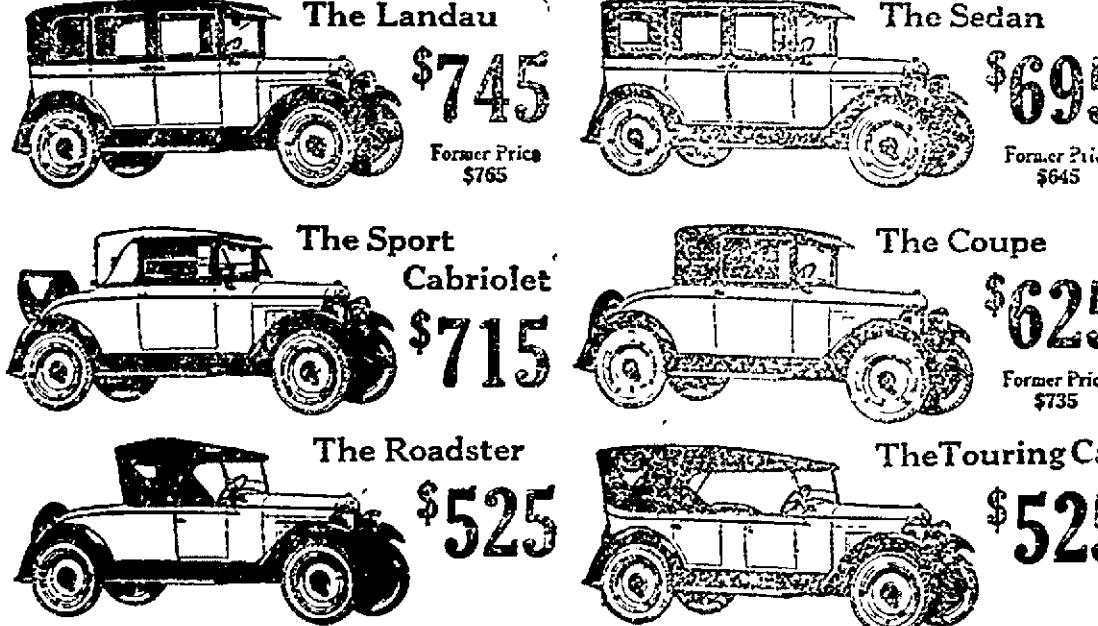
W. H. CLIFFORD

Mr. Clifford is well known in Outagamie county, having lived here for the past twenty-two years. His experience was acquired with Ford and Dodge Bros. motor cars. He wishes to take this occasion to announce to his many friends that he is now with the ranks of Chevrolet.

A Host of Improvements

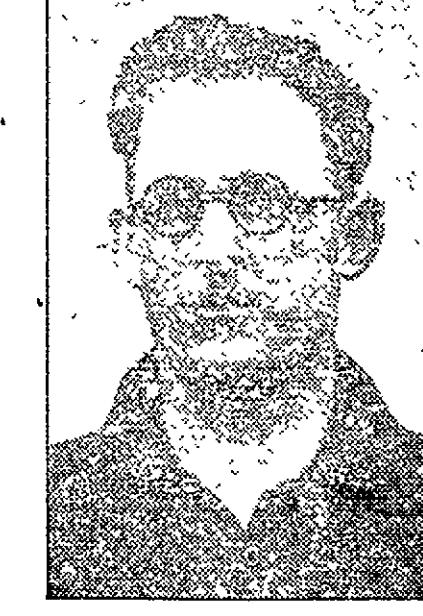
Not only the most beautiful Chevrolet in Chevrolet history with a host of mechanical improvements. Not only amazingly reduced prices with greatly increased quality. But also the most complete line of low priced cars ever offered to the American public.

Prove for yourself the superiority of Chevrolet. Sit at the wheel—try it in traffic—try it on the open road—try it on the hills—try it for economy—try it any way you wish and then make a comparison with any car within several hundred dollars of its price class. This is the test of quality.



Price includes balloon tires and steel disc wheels. Former price \$765 with balloon tires only.

Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.



ART MALEUG

Chevrolet owners who have had the experience of meeting Art will remember him as the pleasant shop foreman who can send them all away smiling. Art has been in charge of Chevrolet service so long that it is a regular second nature with him.

S. & O. CHEVROLET CO.

TELEPHONE 869

511 W.
COLLEGE
AVE.

511 W.
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